

CHEMIST & DRUGGIST

the newsweekly for pharmacy

September 1, 1990

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With National Press advertising in October and November, new Throaties Extra are sure to be selling strongly in the winter months.

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Ernest Jackson

**Writ issued
in Voltarol
injuries case**

**Evans launch
sustained
release nifedipine**

**Keep one step
ahead of lice**

**Geddes on the
future uses
of computers**

**AGB unveil
Superpanel**

**Chemex '90
previewed**

Lyclear Creme Rinse Prescribing Information

Presentation Each 50ml bottle of Lyclear contains 1% w/w permethrin plus 20% w/w isopropanol in a creme-rinse base. **Uses** For the treatment of head louse (*Pediculus humanus capitis*) infestations. **Dosage and Administration** *Adults and children over 2 years:* Shampoo hair as normal, rinse and towel dry. Shake the bottle thoroughly and apply enough Lyclear to saturate the hair and scalp. Leave on the hair for 10 minutes, then rinse thoroughly with water and dry in the usual way. **Contra-indications, warnings, etc.** *Contra-indications:* Hypersensitivity to permethrins, other synthetic pyrethroids, pyrethrins or chrysanthemums. **Precautions:** For external use only. Wear gloves for multiple applications. Only use in children under 2 years under medical supervision. Use in pregnancy only if potential benefit outweighs the possibility of unknown risks. **Side and adverse effects:** Adverse reactions are infrequent, mild and transitory, and are usually also symptoms of head louse infestation. **Basic NHS Cost:** £1.68. Legal Category [P]. Further information available on request. **The Wellcome Foundation Ltd.,** Crewe, Cheshire CW1 1UB. Lyclear is a Trade mark.



Wellcome

LYCLEAR

Permethrin

A single 10-minute treatment for head lice.



*99% overall cure rate after one week.

Eradicating head lice hasn't always been easy or pleasant. But now Wellcome presents a new pediculicide. It's called Lyclear.

Based on the tried-and-tested permethrin compound, new Lyclear is highly effective as a single application creme rinse, and used as easily as a normal hair conditioner.

In fact, just one ten minute Lyclear treatment is sufficient to kill lice and eggs, with the comparative effectiveness of either a 2 or 12 hour malathion application. What's more, Lyclear's strong residual capacity can protect against reinfestation for as long as 6 weeks after use.

Although highly effective, Lyclear has a

pleasant smell, is unlikely to cause eye irritation, has low potential for toxicity or allergic reactions, and being biodegradable is environment and user friendly.

With its recognised cosmetic advantages together with its proven clinical potency, Lyclear is an ideal head lice treatment for every member of the family.

Lyclear is a head lice treatment you can confidently recommend to be quick, effective, and pleasant to use.



NEW
LYCLEAR
C r e m e R i n s e

Kills head lice in just one 10-minute application.

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COMMENT

The volatility of the UK generics market is infamous with an inbuilt downward pressure on price resulting from a combination of the way pharmacists are remunerated and a manufacturing overcapacity within the UK industry. This price pressure must be seriously affecting the profitability of generic manufacturers, as opposed to marketeers, and further rationalisation of manufacturing plant — similar to that proposed by Evans if the takeover of Kerfoot goes ahead (see p360) remains likely.

The last available NHS statistics in 1988 showed that 40 per cent of all prescriptions written were for generics compared with 30 per cent of scripts dispensed, and with around 10 per cent of net ingredient costs attributed to the sector. Director of the British Generic Manufacturers Association Alan Smith says this equates to £200m at present day Drug Tariff prices. And he predicts that the number of scripts written for generics will grow to 50 per cent by 1992 as the full weight of indicative drug budgets and PACT analyses is brought to bear on GPs. Whether generic manufacturers will maintain their spare capacity long enough to service this anticipated demand is a moot point. What is certain is that with around 80 per cent of the

market concentrated in the hands of multinationals and their generic subsidiaries, or major companies — Hoechst/Cox; Rhône Poulenc/Berk, APS; Fisons/CP; Ivax/Harris, and possibly Evans/Kerfoot under Medeva — then the drive to deliver profit will be irresistible.

Mr Smith suggests that if the big boys cannot achieve this goal by rationalisation or takeover then the introduction of branded generics is inevitable. How long the Government would allow such a market distortion to prevail is questionable. The Evans launch this week of Coracten (slow release nifedipine) is, in fact, a "creative" type of branded generic aimed at the cost-conscious GP. But other companies may not go for such novelties, and merely seek to artificially inflate the price of basic generics. Surely the Government would be better placed by establishing a sensible environment for generics rather than run the risk of destroying or distorting the market. The Government has such an opportunity as PSNC wants to rationalise generic pricing in the way the Scots have. But if it fails to accurately apportion to generics the element of overall discount in the recovery scale, then the effects on the industry will again be damaging.

Writ issued against Ciba in Voltarol case

A man suffering from liver and kidney problems after taking a prescribed drug is suing his doctor and a drug company for compensation.

David Davies, of 164 Hereford House, Carlton Vale, London NW6, is claiming damages from Dr P.C.B. de Zulueta of The Surgery, 4 Brondesbury Road, London NW6 and Ciba-Geigy AG of Basle, Switzerland.

Mr Davies suffered liver and kidney problems after taking Voltarol for joint pains, according to a writ issued in London's High Court. His solicitors, Roodyn Porter Manski, have appealed for other patients who may also have suffered injuries from taking the drug, to contact them.

Mr Davies' GP was allegedly negligent in treating Mr Davies and prescribing the drug, the writ states. The company was allegedly negligent in its testing, manufacturing, production, distribution, marketing, and post-

marketing surveillance of the drug, the writ claims. It was also in breach of its common law duty and its statutory duty, the writ says.

Mr Davies was rushed to hospital three years ago after collapsing with serious liver and kidney problems, his solicitor said. He is still receiving medical treatment for his problems, and is

finding it difficult to regain the weight he lost following his collapse, the spokesman added.

A spokesman for Ciba-Geigy told *C&D* the company is trying to get information on the circumstances of the case. It appears that no report of the incident as an adverse drug reaction has been received by the company, say Ciba.

'Western' diseases claim more lives

One in three newborn infants in the developing world will eventually die from heart disease, one in five from cancer and one in seven from stroke, according to the latest figures from the World Health Organisation.

Global estimates show that vaccine-preventable diseases such as poliomyelitis, tetanus, measles and diphtheria, account for three million deaths a year and disable another three million. Acute diarrhoeal diseases affect about 770 million children annually and account for four million deaths under the age of five.

Other diseases in the WHO report include acute respiratory infections, which kill about four million children every year, and tuberculosis, which is still the biggest killer disease caused by a single pathogen.

The number of cases of malaria worldwide is estimated to be 100 million while schistosomiasis affects some 200 million people in 76 developing countries in Africa, Asia and Latin America.

Non-communicable diseases such as cancer, heart disease and stroke, once thought to be linked to life style in the industrialised countries, are now claiming more lives in the developing countries.

The number of GP practices with computers has almost doubled within the past year, according to junior Health Minister Stephen Dorrell. About 60 per cent of the population is registered with a computerised practice. A DoH survey showed that about 77 per cent of practices will have a computer by early next year.

Animal testing backed in declaration

A declaration reaffirming the need to use animals in research has been issued by leading scientific and medical organisations. Organisers at the British Association for the Advancement of Science say it has been issued in response to the growing influence of animal rights campaigners, especially among the young, and increasing use of defamation and violence against scientists.

The declaration states that animal experiments have made an important contribution to improvements in human and animal health and that continued research involving animals is essential if unsolved problems like cancer, AIDS, and genetic, developmental and neurological conditions are to be conquered.

It goes on to stress that the legislation governing the use of animals must be strictly adhered to. Animal life must be respected, with animals used only when essential. Alternative methods should be adopted as soon as they prove reliable.

The first signatories of the declaration include six Nobel Prize winners, among them the Royal Society's president Lord Porter, senior medical research workers and Lady Warnock, who chaired the embryo research inquiry. The Royal medical colleges, Medical Research Council and Imperial Cancer Research Fund are among the bodies which have endorsed it.

Dust mite exposure increases asthma risk

Children exposed to high levels of dust mite in infancy are five times more likely to develop asthma than children exposed to low levels, according to recent research.

Workers at Southampton University, Poole General Hospital and Charlottesville, Virginia, also found that the higher the level of exposure, the earlier the disease developed.

The 11 year trial, reported in the *New England Journal of Medicine* studied 67 infants with one parent who suffered from asthma or hayfever. They found that out of 17 children who developed asthma, 16 had been exposed to high levels of house dust mite as babies.

The report suggested that babies should be put in rooms without carpets or soft furnishings. Mattresses should be covered and soft toys made from artificial fibres in preference to animal ones.



"Well, what do you reckon to this year's batch, Carruthers?"

Grampian tendering process goes ahead

Formal tenders are now being put together by parties interested in providing various pharmaceutical services to the Grampian Health Board after next May.

The Board is not saying how many organisations expressed an interest when the tendering process began four months ago, but an in-house team is among the shortlisted parties who have now been sent specifications and invited to submit formal tenders.

The services to be provided include drug procurement and distribution, with related aspects such as stock holding and manufacturing services. They will cover various sites within the Grampian Region, including the Orkney and Shetland islands.

The contract is expected to be awarded in January, with delivery of services from May 1.

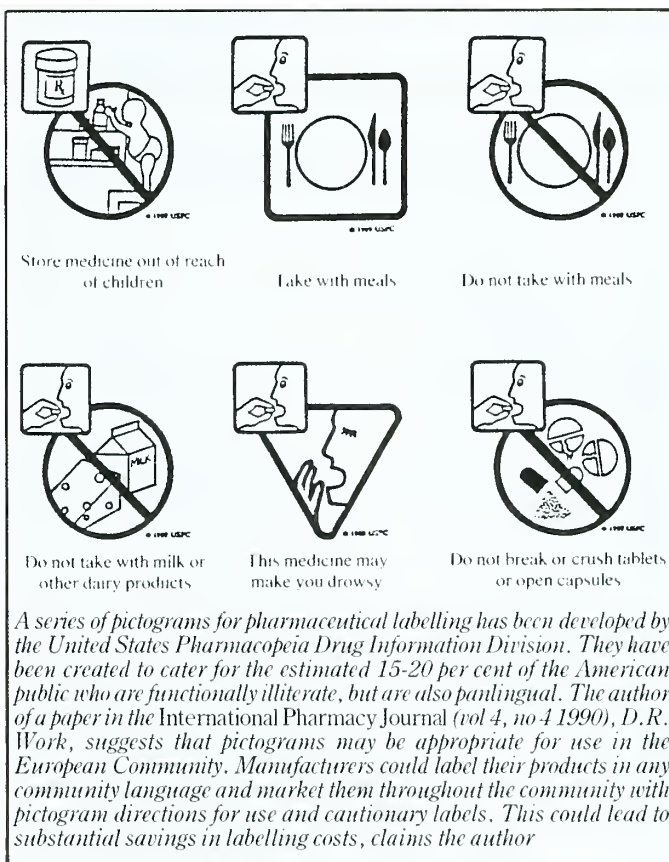
Tryptophan ban from Sept 12

The sale of food containing added tryptophan will be banned from September 12.

The Tryptophan in Food Regulations 1990 will prohibit the sale of food to which tryptophan has been added, except where a doctor certifies a person needs such food, when it may only be supplied by a pharmacist or in the course of hospital treatment. The Regulations do not affect foods containing tryptophan as a component of natural proteins.

The Regulations follow continuing concern about the rare blood disorder eosinophilia myalgia syndrome (EMS) which is associated with products to which tryptophan has been added, and is thought to be due to contamination of tryptophan during manufacture.

The Guardian recently reported the case of a British body builder who contracted EMS after taking tablets containing tryptophan made by Sportstar USA and bought from a health food shop in Aldershot. The man lost four and a half stone, his lung function was seriously impaired and he is to sue the American manufacturer.



A series of pictograms for pharmaceutical labelling has been developed by the United States Pharmacopeia Drug Information Division. They have been created to cater for the estimated 15-20 per cent of the American public who are functionally illiterate, but are also panlingual. The author of a paper in the International Pharmacy Journal (vol 4, no 4 1990), D.R. Work, suggests that pictograms may be appropriate for use in the European Community. Manufacturers could label their products in any community language and market them throughout the community with pictogram directions for use and cautionary labels. This could lead to substantial savings in labelling costs, claims the author

Another nail in vitamin for IQ coffin?

A further question mark hangs over claims that extra doses of vitamins can increase the intelligence of children, following a new study published in the *British Journal of Nutrition*.

Scientists at the Department of Food and Nutritional Sciences at King's College, London, found in tests on 225 North London children that extra vitamins and minerals had no effect on performance in a wide range of verbal and non-verbal reasoning tests. Half the children were given a supplement, half placebo. Tests before and after showed no significant differences in the performances of the two groups.

The leader of the King's team, Professor Don Naismith, suggests that vitamins may help children on poor diets by improving overall nutrition status and increasing motivation and concentration. This might allow them to do better in intelligence tests without boosting IQ.

The link was first put forward by psychologist Dr David Benton of University College, Swansea, who found a 9 per cent increase in IQ in children given extra vitamins. Last week he seemed to agree with Professor Naismith's analysis, when he told the British Association: "The evidence

suggests that although the majority of children do not respond, there is a sub-group, with a poor diet, who do benefit from supplementation. A likely explanation is that a poor diet is associated with a decline in the ability to sustain attention."

Analysing the results of a survey of over 9,000 people, Dr Benton found "powerful relationships between diet and speed of reaction time; the most powerful of all was between the consuming of fatty foods and quicker reaction times".

1991 trial for drug to stop spread of cancer

A drug designed to prevent cancer spreading in the body is to go on trial in the UK next April.

It has been developed by British Biotechnology, who will carry out phase one clinical trials in Manchester on women suffering from advanced breast cancer.

Although the drug does not kill the cells of the original tumour, it reduces the tumour's ability to invade neighbouring tissues and spread the cancer, says the

A new title in Kenya

At the annual symposium of the Pharmaceutical Society of Kenya, all registered members assumed the honorary title of "doctor", a move intended to enhance the image of the pharmacist among other health professionals.

The title is purely honorary and the pharmacist's role remains essentially the same. However, according to a report in the CPA newsletter, the move has not evoked a negative reaction from the medical profession.

To assume the title of "doctor", a pharmacist must fulfill a number of criteria including being educated to a minimum BSc in pharmacy from a recognised institution and having completed an internship of not less than 12 months.

Merieux to sponsor Child 2000

Merieux UK have become the major sponsor of Child 2000, the National Council for Child Health, formerly the National Rubella Council.

Child 2000 is the only UK charity devoted to promoting the protection of children by immunisation. According to Tom Dick, marketing manager of Merieux, the company was already committed to the production of in-surgery posters, educational leaflets and materials to help achieve high immunisation rates.

The first step in the collaboration is a new poster designed to encourage women of child-bearing age to ask for a review of their rubella immunity.

company. It does this by blocking the action of collagenase, a naturally-occurring enzyme which is thought to break down cellular collagen and allow the cancer to metastasise.

Collagenase inhibitor has been designed to mimic the action of the body chemical which controls the enzyme in healthy cells. It can be taken orally, and since it is not cytotoxic, it is likely to produce few side-effects.

A poor lot?

This year's crop of new pharmacists has just appeared, bubbling with enthusiasm. After three years at university and 12 months preregistration training they are well versed in the science of pharmacy. They are intelligent and understand many mysteries of science which we did not.

I know all this and I want to be impressed with them, but when I ask them to do a locum or, as I did, employ one for a period of time, I am so very disappointed with their performance. I am not alone in this. One colleague suggested that: "They couldn't sell ice-cream in the Sahara Desert". Has something happened with the great plan for the survival of the profession? We were told our future would be guaranteed only if all new entrants had a science degree. The Society handed over control of education to the schools of pharmacy, and apart from a five year assessment (a rubber stamp exercise) the profession has little control in what is taught or how it's taught.

"We want people who are trained as well as educated, who can talk to customers, who can manage staff..."

At most schools of pharmacy there is an emphasis on learning facts, taught by people who have not stood in a community or hospital pharmacy for years. Little or no time is spent on applying academic knowledge to practice. Where practice is taught it is from a negative viewpoint, ie all drugs are likely to kill the patient, every prescription is a probable forgery, all drugs are abused so be suspicious, and a patient requesting something for a headache is probably suffering from a brain tumour.

The preregistration year is a major shock to most graduates. It becomes an orientation exercise where they have to readjust their perception of the role of the pharmacist and it can be painful. They seem to think that the pharmacist is the one who doesn't know how to practise, but they might be four years on the Register before they are competent to do so themselves. I am not saying the Society should revert to the diploma. What I would like to see is the Society telling the school what we want. We want people who are trained as well as educated, who can talk to customers, who can manage staff, who can do the job!

Written by a Northern Ireland community pharmacist

TOPICAL REFLECTIONS

by Xrayser

FHSAs still a mystery?

The new Family Health Service Authorities will be running contractor services from September 17 but I have still not heard how the previously successful dispensing and practice committees will be reorganised.

The principle of a lay voting majority was essentially a condition for the granting of the supposedly Utopian limitation of contract but now the decisions of both these committees may be taken by permanent officers of the Authority.

PSNC secretary Steve Axon (C&D, August 25) suggests that the professional input into the decision making process will not necessarily be any less, merely that the sources will be different. I lack his confidence and am very concerned that pharmacists will no longer have control over their own professional destiny.

Decisions may be made by faceless bureaucrats behind closed doors with "natural justice" being replaced by administrative convenience. To some, 1984 may seem a receding bad dream; to community pharmacy it could well be reality and only six years late!

Branded generics branded

The saga of Ashbourne Pharmaceuticals continues. This week I received an "aggrieved" letter and supporting evidence of the Ashbourne approach, which is obviously a cynical way of profiteering from the supply of branded generics, manipulating the Drug Tariff, and compromising the pharmaceutical service.

The point is made that if, say, Norton generics were supplied, then the patient would be receiving the identical drugs but at a vastly beneficial price to the



taxpayer. All pharmacists who are confronted by this sort of offensive letter, informing them of a change in practice policy, should first meet with the practice to counter the spurious claims of Ashbourne. If this fails then the LPC should be informed and a copy of the practice letter sent to the general manager of their Family Health Service Authority, asking how he intends preventing this abuse of public funds. Copies with explanation should then also be sent to local MPs with requests to

ask questions of the Minister.

In short, every effort must be made to inform and involve those responsible for the NHS with the dubious efforts of this company and others like it to take the NHS to the cleaners.

Pay humiliation now complete

Our humiliation by Health Secretary Kenneth Clarke is now complete. The new found comfort of a restricted contract has rapidly been turned into a nightmare of reduced profit margins, imposed pay settlements and deteriorating morale.

We have too long been flattered with soft words whispered endearingly by glib departmental predators preparing their victim for ceremonial sacrifice. With the verdict of the panel the sacrifice is now complete and accepted as legal, first degree and inviolable. We now have no choice but to fight, and our best weapons are not the sword or bullet but the ballot box.

Sound reason must now be replaced by positive action. All pharmacists must unambiguously acquaint their local MP with the fact that a Conservative government will not be returned to power with the co-operation of any pharmacist unless those who look to their margins influence a departmental change of strategy.

COUNTERPOINTS

Oral B promote characters

Oral B are promoting their children's range of character brushes and toothpaste this Christmas with a number of consumer offers.

The Disney Ducktales collection for the under fives and the Disney Plus range of brushes will offer a cuddly Mickey Mouse toy for £0.99 (plus p&p) together with three proofs of purchase from any toothbrush in the range.

Bugs Bunny toothbrushes feature a free set of stickers, while the Bugs Bunny and Friends toothpaste is being offered at a retail price of £1.19 — 20p off the normal price. *Oral B Laboratories. Tel: 0296 432601.*

AAH September offers

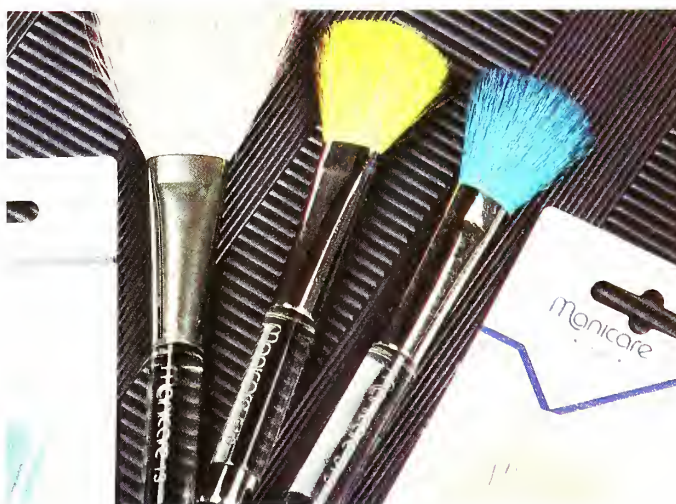
AAH Pharmaceuticals have announced details of their September promotion.

The promotion features leading OTC names including: Pennywise, Durex, Wilkinson Sword, Impulse, the Lynx range of deodorants and shower gels and Wet Ones.

Haircare products on offer include Harmony hair colourants, Silkience, VO5 shampoo and conditioner, and the Simple range. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

Imperial Leather is to receive extra promotional support during September with a purchase incentive for the consumer. Toiletries in the range will feature offers of 25 per cent extra-free (shower and deodorant) or up to 20p money-off (talc and foam bath), while the soap will carry tokens enabling consumers to claim back £1 in cash. *Cussons (UK) Ltd. Tel: 071 402 3355.*

Laughtons bring Manicare to the UK



In an attempt to build on the service that they offer to the independent, Laughton are introducing a further range into the UK to complement Lady Jayne.

Manicare, launched this week, is described as "a concept rather than a range" by UK sales and marketing manager David Goss. It comprises a collection of manicure, pedicure and cosmetic accessories and is hailed as brand leader in Australia, where it was launched over a decade ago. Laughton bought the company in 1988.

Mr Goss believes that the range is hitting an area that has not yet been fully developed. "At the moment, pharmacies stock manicure or pedicure sets as well as cosmetic accessories but they are all disjointed which makes shopping difficult. We have brought all of these products under one roof and onto one stand," he says. He feels that the pharmacy is not getting its fair share of these products.

For the independent, the range carries a guarantee that if the products are not satisfactory they can be returned for replacement free of charge, or for a refund at the company's discretion. It comes with wall units or floor display stands,

depending on the number of products ordered and David Goss hopes that the stands will be in the top 2,000 pharmacies by the end of the year. Show cards, posters and POS material is also available.

The range comes packaged in slide blister packaging which enables products to be inspected at point of sale, says the company. Described as a range nearer to the premium end of the market, it includes tweezers, scissors, chiropody pliers and clippers, emery boards, buffers, files, instant nails and accessories, cosmetic brushes and applicators, puffs, sponges and bathroom accessories.

The range will also benefit from the upgraded service that Laughton are offering Lady Jayne stockists at the moment. "The company became aware that it was not giving the pharmacist the total care that he requires, and consequently came up with a programme to offer a better service," says David Goss. The programme was introduced last month.

The company has spent £500,000 in upgrading its service. "We have increased the size of our merchandising force and are covering more pharmacies than ever, checking stock and looking after stands," says Mr Goss.

The merchandising force also keeps the independent up to date with new products. However, Mr Goss stresses that all orders are still made through wholesalers. Manicare will be distributed by the same wholesalers as Lady Jayne and all stands will be maintained by the merchandising force.

Mr Goss stresses that the pharmacist stocking Manicare can be assured that he will receive constant after care service and attention. "This range is brand leader in Australia and we would hope to see its continued success here, it certainly has a great deal of potential," says Mr Goss. *Laughton & Sons Ltd. Tel: 021-474 5201.*

Tixylix for infants

Tixylix has a new dosage recommendation for children between the ages of one and two.

A measuring cup is a feature of the pack, provided to aid dosage compliance and help mothers administer the new dose of 2.5ml for one to two year olds. For children three to ten years of age, the dosage remains 5ml.

Representatives will provide pharmacists with a new fact sheet for counterprescribing detailing the new doses. In addition, pharmacists will be able to take advantage of a free stock bonus deal and receive a free children's height chart with their orders.

The Tixylix brand will be supported by a £300,000 advertising campaign this winter, say *Intercare Products Ltd. Tel: 0734 790345.*

Sergeants Pet Care have announced the appointment of Crombie Eustace Ltd as the sole UK distributor for grocery and drug stores. The arrangement will be effective from September 1. The distributorship for the Sergeants range was previously held by Whitehall Laboratories. *Crombie Eustace Ltd. Tel: 0709 544444.*

Solarcaine aerosol has changed in size from 100g to 95g due to the new CFC-free formula, say *Schering-Plough Consumer Health. Tel: 0638 716321.*

Jica add emery files to Nail Magic

Jica Beauty Products have introduced everlasting emery files into their Nail Magic range.

The emery boards are described as strong and durable and the company claims that they retain their filing finish due to the combination of an emery surface with an aluminium core.

The emery boards are washable and come with two surfaces (pack of two £2.95), packaged in a protective vinyl sleeve. *Jica Beauty Products Ltd.* Tel: 081-979 7261.



Schering-Plough have relaunched Rinstead gel as Rinstead adult gel. The pack size and the price remain unchanged. The new name puts greater emphasis on the suitability of the product's local anaesthetic pain relief for adults, say Schering-Plough Consumer Health. Tel: 0638 716321.

Knock down prices offer

Following the demise of Countercall, Bodyweigh Systems have retrieved 90 of their Bodyweigh Target weighing machines which Countercall were leasing out on a profit share basis.

These machines have now been refurbished and are available at what Bodyweigh's Keith Davies calls a "knock down price" of £1,000, against a list price of £1,575. *Bodyweigh Systems.* Tel: 0273 515310.

Schering-Plough have launched a Probosc 3 "try-me" tester, a pump action dispenser clipped to the front of a counter or shelf, for customers to sample the lotion. *Schering-Plough Consumer Health.* Tel: 0638 716321.



LRC announce Winter '90 campaign

LRC Products have put together what they believe to be an extensive programme of marketing and promotional activity to support their Winter remedies range, headed by Buttercup syrup.

The successful National Pharmaceutical Association cheque promotion, which ran for the first time last year, will be repeated across the whole Winter range which also includes Galloway's, Liquefruta, Wright's Vaporiser and Goddard's embrocation.

This year the value of the promotion has been doubled. Retailers will receive a £1 cheque for every case of LRC products purchased. These can be redeemed with the NPA for equipment etc. General manager marketing Mike Broadbridge believes the offer shows LRC's commitment to the pharmacist.

If, for any reason, the retailer

does not want to receive an NPA cheque, then he has the option of Marks & Spencer vouchers at a value of 50p per case. During November, a separate offer will run via the transfer order wholesalers offering stockists four Buttercup mugs with every four cases purchased.

LRC are planning to promote their range of products with a £400,000 advertising campaign in the women's Press from November to February. They have also put together a point of sale contract which will be supplied by the representatives.

Incentives will be offered to encourage the pharmacist to display the products, say the company. Stands are available in window and counter sizes and the Buttercup medicated sweets counter stand which proved successful last year is being repeated. *LRC Products.* Tel: 081-527 2377.

Healthcrafts reveal offers for Autumn season

Booker Nutrition are offering 20 per cent extra free on three of their most popular Healthcrafts vitamin C products, as well as the Ladycare and Superted ranges, and on Potters catarrh pastilles.

Available from the beginning of September, 20 per cent extra free packs will be offered on Healthcrafts high potency vitamin C 1g (£2.79 for 36, and £6.39 for 108 tablets), and PRN Mega-C-1500 from the prolonged release nutrition range, £3.99 for 36 tablets. The promotion will be flashed on-pack and at POS.

Twenty per cent extra free

will be offered across the Ladycare range of six women's supplements. Currently worth approximately £25 million r.s.p., the women's supplements market is set to grow still further in the 1990s, say Booker.

The Superted range of chewable children's vitamins will also be offering 20 per cent extra.

As the cold season approaches, Potters catarrh pastilles will be running a 14 for 12 promotion. All offers will be available to the trade from September. *Booker Nutritional Products.* Tel: 0932 336366.

Put mums in the right!

Peaudouce have revised their booklet, "You and your rights", a guide to maternity benefits and payments.

It was first published three years ago and was used by over 250,000 women, the company claims. Repeated requests from health professionals and the general public led to the relaunch.

The booklet, which has been approved by the Health Visitors Association, will be available to pregnant women around the country from antenatal clinics, through PR activity and from health professionals. A complementary poster is available which gives information on how to obtain copies of the booklet.

Copies, which contain a coupon for samples of Peaudouce Ultra T, are available from *Peaudouce Advisory Service*, "You and your rights", Dept. T, PO Box 497, Telford, Shropshire TF7 4TC. *Peaudouce (UK) Ltd.* Tel: 0952 690044.

Joint effort for Lacoste

The UK distributors for Lacoste fragrance, Lacoste optical frames and sunglasses, and Lacoste sports and leisurewear, respectively Jean Patou, L'Amey Eyewear Ltd and KBL Ltd, have joined together for the first time to launch their biggest advertising campaign to date.

Starting in September and running through to January 1991, the campaign consists of an eight page brochure to be bound into various magazines, *For Him*, *GQ*, and *Tatler*.

It is additionally supported by the front cover of the brochure appearing as a single page ad in *The Face*, *Arena*, *Blitz*, *Sky* and *I-D*, as well as the back cover to appear as a single page ad in *Golf World*. *Jean Patou.* Tel: 071-328 1036.

The latest promotion from AAH offers between 32 and 50 per cent POR on Candarel, Flix, Lotussin and Dramamine.

Customers ordering the promotional lines can save points awarded on these products to count towards a flight bag, holdall, suitcase or three piece luggage set. At least one outer of each size of Candarel tablets must be ordered to qualify for the promotional luggage, say *AAH Pharmaceuticals Ltd.* Tel: 0928 717070.

New Inoven hits pain where it hurts. All over the country.



Following the successful test market, Inoven from Janssen Pharmacy Division is now available nationally, backed by a £6 million* advertising campaign including nationwide TV and posters.

New Inoven contains only Ibuprofen and is available in tamper evident packs

of 12, 24 and 48 caplets. New Inoven is exclusive to pharmacies so the profits are all yours.

It looks as though it's going to be a painless autumn.

For further information and details of the launch offer contact your Janssen

Pharmacy Division Representative or Janssen Pharmacy Division on 02357 72966, extn. 4418.

*(calendar equivalent) TM denotes trademark

INOVENTM
Ibuprofen 200mg
HITS PAIN WHERE IT HURTS

Mumford Autodrop for eyes

Owen Mumford are launching the Autodrop on October 1.

It is a device, developed in collaboration with the Royal National Institute for the Blind, for assisting in the administration of eye drops, says the company. It is said to be suitable for people who struggle with traditional eye drop bottles.

The Autodrop (£1.75) clips onto the neck of the eye drop container, and fits over the eye, holding the bottle at the correct angle.

It comes in display outers of ten, and a combined leaflet/poster is also available. The launch is backed by a promotional campaign targeted at medical professionals responsible for eye treatment, say Owen Mumford Ltd. Tel: 0993 812021.



Lighting up

Ever Ready are packing their torches ready for the Autumn increase in sales. Pack D contains a selection of eight hand and pocket torches selected from the R series, and the Visions and Lites ranges. Pack E displays Ever Ready's handlamps from the R series and Visions range.

Pack D includes the R250 torch with the Xenon bulb which projects an 800m beam, and a water resistant rubber torch. It also includes two sizes of hand held torch from the Visions range. Coloured Lites hand and pocket torches complete the pack (retail value of £82.46) the packs also contain one free Lites torch.

Pack E offers a selection of four different handlamp models and contains six lamps in all. It has a retail value of £56.14. Ever Ready Ltd. Tel: 081-882 8661.



The addition of a natural teething gel to the updated, no alcohol Woodward's gripe water (Counterpoints last week) is the first step in a development programme down the natural, home remedy route to produce a range of "non pharmaceutical" Woodward's products, promise LRC. One of the ingredients in the teething gel is propolis (bee glue) which is said to have antibacterial activity. Mums want new, innovative products, that are natural, home remedies, backed by a recognised brand name, say LRC Products Ltd. Tel: 081-527 2377.

Sleep easy poster

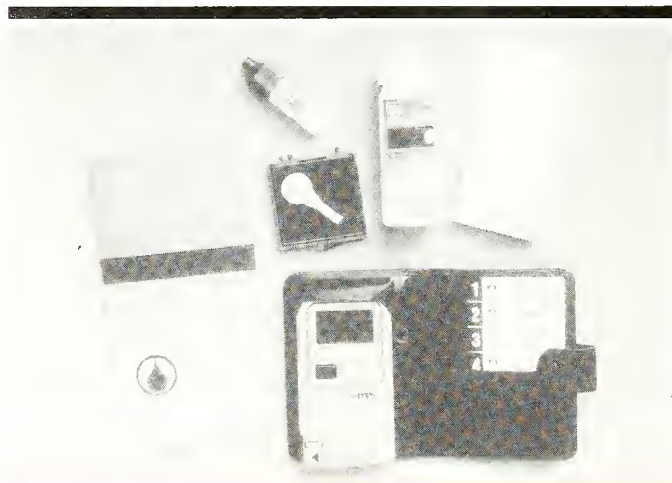
How to cope with sleeping difficulties is the subject of a new patient information leaflet and poster from Rhône-Poulenc.

The leaflet, "Difficulty in sleeping", gives tips on how the general public can help themselves. It describes the different types of sleeping difficulties, and sets out to reassure those who only suffer

occasional nights of poor quality sleep.

Both leaflets and posters are illustrated with a teddy bear trying different ways to induce sleep. Copies are available from PO Box 277, Kingshill Road, High Wycombe, Bucks HP13 5BT. Rhône-Poulenc Pharmaceuticals. Tel: 081-592 3060.

Retailers are reminded that display racks for the Clorets mint and gum variants are available free of charge from the Halls Clorets Hotline on 061-766 5471. Halls Brothers. Tel: 061-766 5471.



Ames are launching the Glucometer GX, which, they say, incorporates all the qualities of the Glucometer II and comes in a compact form. Glucometer GX (£39 excluding VAT) is presented in a leather case, and comes with Glucostix reagent strips, control solution and record diary. It is light and easy to use with single button operation and a large window which displays results in 50 seconds; an automatic memory stores up to ten results. It comes with a five year warranty and lithium batteries which do not need replacing, say Ames Company Division of Miles Laboratories Ltd. Tel: 0753 645151.

Towels to grow sanpro market

Manufacturers of sanitary protection products suggest that most growth potential exists in the towel sector, according to the Economist Intelligence Unit's latest Retail Business report.

The market size for towels has been falling steadily from 62 per cent (value) in 1982 to a 54 per cent forecast for 1990. But towels have been the subject of technological changes and consequent market activity in recent years, and this is expected to continue, says the report.

The size of the sanpro market in the UK was estimated at £150m in 1989, and forecast at £160m for 1990. This represents around three billion units, and this volume is expected to increase by just 1-2 per cent in the short term. Sales value is forecast to increase by 6-7 per cent in 1991 and 1992.

Market growth can be attributed to earlier onset of menstruation and later menopause leading to extended purchasing of sanpro; more frequent changing of towels and tampons; and multiple usage of different products, says the report. The number of potential users has changed only slightly over the last few years and this is not expected to alter.

Manufacturers are, therefore, promoting their products uses, says the report, with panty liners in particular providing most opportunity since they can be used inter-menstrually. The sector has seen growth in double figures each year since 1987. It is worth £20m — 23 per cent of the towel market by value and 18 per cent by volume.

Tampons account for a steadily increasing share of the sanpro market, up from £53m in 1986 to a forecast of £73m for 1990. No significant changes have occurred in this sector, although the report says trade sources feel that media reports of toxic shock syndrome have curtailed growth to some degree.

Brand loyalty for both tampons and towels is high; product confidence is essential and it is difficult to persuade women to try out new products. Advertising is aimed, therefore, at securing first purchases, the report says.

Recent developments have seen manufacturers rationalising ranges to emphasise a "wardrobe" approach and encouraging consumers to use a variety of items with one brand name encompassing them, the report concludes.

MACLEANS, PRE-SENT PACKS!



Macleans toothpaste introduces a change of uniform!

Attention, Shelves!

- Greater shelf impact with new modern designs
- Darker green pack colour on Mildmint improves standout

Mildmint flavour Improved!

- Macleans Mildmint alone has a significant 5% market share*
- New flavour performed even better than current popular taste

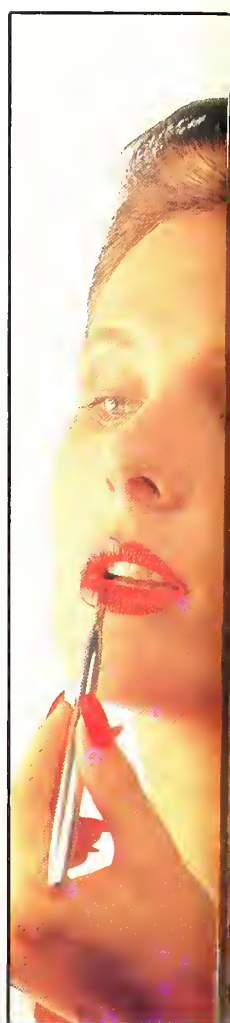
- Mildmint flavour very popular with families with children

Advertising, Sales, Forward March!

- £3 million national T.V. campaign throughout August
- P.R. and extensive Mildmint sampling in 6.2 million leading women's colour magazines
- Major Disney on-pack promotion linking with new blockbuster animated film in November



manicure pedicure beauty



manicure . . .

A complete manicure range of scissors, clippers, emery boards, buffers and files. For beautiful and healthy, well shaped nails.

pedicure . . .

Chiropody, pliers, clippers, pumice stones and files. Gentle to use for silky, soft feet and heels.

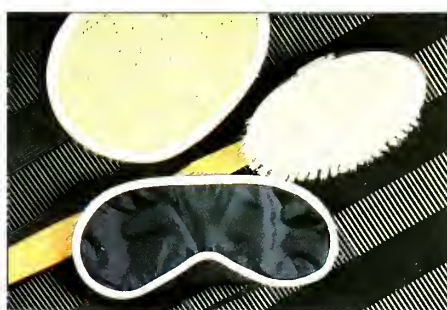
beauty c

Nail kits, instant lip brushes and For a fashionable appearance.

re . . . body care

Manicare

TOTAL PRODUCTS
for
TOTAL BEAUTY



her brushes,
h

body care . . .
Brushes, loofah mitts,
pads and genuine sea
sponges. For a refreshed
and healthy body.

Manicare

by

Lady Jayne

5201 FAX: 021-430 3719

Free packs with Anadin range

Whitehall Laboratories are running a promotion on Anadin which will offer extra product for the price of a standard pack.

Anadin, Anadin Extra and Anadin Paracetamol are all available in special long count outers. Two extra packs are included free with standard 12s x 24 and 24s x 24 outers.

By taking advantage of this offer, retailers can maximise profits, especially with Winter ailments just around the corner, say *Whitehall Laboratories*. Tel: 071-636 8080.

The Jenks Group have launched a new size of Losalt. The 700g pack (£1.49) has been available exclusively in one multiple, and will now be available to the trade from September 10. *The Jenks Group*. Tel: 0494 33456.

Food Brokers have been appointed to distribute Cluster cereal bars to the chemist sector, starting from this week. *Food Brokers Ltd*. Tel: 0705 219900.



New look for Unichem Cold Relief range

Unichem have relaunched their Day and Night Time Cold Relief treatments in new packaging. The two liquid preparations are said to offer relief from cold and flu symptoms including headaches, aches and pains, nasal congestion, sore throats and ticklish coughs.

The Night Time Cold Relief is

specifically formulated to aid restful sleep while the Day Time Cold Relief treatment does not cause drowsiness, says the company.

The formulation, dose, pack size and price remain unchanged. *Unichem*. Tel: 081-391 2323.

Lighting the USA way

Rayovac Vidor are bringing to the UK what is claimed to be the number one selling flashlight range in the USA.

The company says the key to the range's success is the sales impact of a unique all-in-one display so far untried in the UK. The range is set out in an easy-to-assemble modular display which makes it easy for the consumer to make a decision based on a coordinated range of size, price and need.

"The typical UK torch display is untidy and confusing," says Rayovac Vidor sales and marketing director Barry Wells.

The torches are unconditionally guaranteed for life. Packaging is "touch 'n try" allowing customers to handle before purchase. Batteries are included.

The four models come in a variety of sizes and styles. Roughneck is waterproof, has a spot-to-flood focus beam and "virtually indestructible" polypropylene casing. Workhorse torches and fluorescent lanterns are aimed at value conscious consumers.

Tandem comes with both long range spot and wide angle floodlight. Its stand-up base/ring hanger make it ideal for camping, fishing and DIY, say Rayovac Vidor. Flashlight is available in six colours to appeal to teenagers and children.

Consumer and trade advertising over the next six months will support the September 1 launch. *Rayovac Vidor*. Tel: 0622 676699.

Complan support

Crookes Healthcare are supporting Complan, with a national sampling campaign which will deliver half a million samples door-to-door in the Granada, Anglia, Central and HTV television regions.

In addition, "blind" advertisements will be appearing in major health, slimming, parentcare, and athletics publications as well as selected magazines for the over 55s. *Crookes Healthcare Ltd*. Tel: 0602 507431.

SFBD have appointed Fine Fragrances & Cosmetics as distributors for Ketsugo in the UK and Eire. *Fine Fragrances & Cosmetics Ltd*. Tel: 081-979 8156.

Clairol 1200 gets diffuser

The Clairol 1200 Professional hairdryer now comes complete with its own diffuser, developed by the company for scrunch styling or for gentle, even drying.

The matt black diffuser is said to help hair dry in the "most natural way possible". It is also said to be particularly suitable for reviving flagging perms.

The dryer also comes with a concentrator nozzle for creating more sleek styles. There are four heat/speed settings, a 2.7m cable, and a fitted plug. The new style Professional 1200 will be available this month (£21.95). *Bristol Myers (Clairol Appliances)*. Tel: 0784 434343.

Fruity tales

The St Clements range of drinks now includes an apple flavour as well as a new range of low calorie "light" varieties, in orange, apple and tropical flavours.

The 250ml cartons contain 40 per cent juice, says the company who claim to have a 24 per cent share of the high juice, low additive squash market. *Barr Soft Drinks*. Tel: 0942 882691.



Today's most advanced drug dispensing & distribution system.

NOW NPA RECOMMENDED

AVAILABLE FROM
SURGICHEM ON 061-428-0440
OR AAH AND UNICHEM

NEW 28 DAY SET-UP SYSTEM
AVAILABLE NOW

Tixylix now soothes night-time coughs from here



right down to here



See how Tixylix measures up now. Tixylix is specially made for children and now there's a new dosage level which means you can recommend Tixylix for children right down to the age of one.

Each Tixylix pack now comes with a measuring cup to provide dosage compliance and to help mothers administer the new dose of 2.5ml for 1-2 years old. For children 3-10 years the dosage remains at 5ml, as directed on the carton.

The pleasant blackcurrant flavour of Tixylix helps it go down well, too. Tixylix gently soothes children's night-time coughs to sleep, whilst

relieving other cold symptoms like sore throats, runny and blocked up noses.

Heavyweight Tixylix advertising returns this winter so your Intercare representative will be calling with a new counter prescribing fact sheet, campaign details and special winter bonuses. Now that the age range has been expanded you can confidently include children from 1-10 years old in your recommendation. Tixylix is a pharmacy only product.

Tixylix. No. 1 for a growing range of children

COUNTER PRESCRIBING FACT SHEET PRESENTATION: Tixylix is a blackcurrant flavoured cough linctus developed specifically for children. Each bottle contains 100ml linctus, and is supplied with a measuring cup. **COMPOSITION:** Each 5ml linctus contains Promethazine hydrochloride B.P. 1.5mg, Pholcodine B.P. 1.5mg. Contains the equivalent of ethanol B.P. 3.8% v/v. Preservatives E211, E221 and E223. Sugar 67.8% w/v. **USES:** Tixylix provides symptomatic relief of coughs and colds in children. It is particularly beneficial for night coughs. **PRINCIPAL ACTION:** Tixylix contains both an antihistamine (Promethazine hydrochloride) and a cough suppressant (Pholcodine). Promethazine hydrochloride is a phenothiazine derivative. It has a prolonged antihistamine action. It is usually taken at night as it also has a pronounced sedative effect. Promethazine hydrochloride also has marked local anaesthetic properties. Pholcodine is a cough suppressant with mild sedative but little analgesic action. It can relieve local irritation of the respiratory tract for about 4 to 5 hours. Pholcodine is indicated for the relief of unproductive cough. **RECOMMENDED DOSAGE:** Using the measuring cup provided, the following doses are to be given 2 to 3 times a day. Children 1-2 years: 2.5ml, 3-5 years: 5ml, 6-10 years: 5ml to 10ml. **CONTRA-INDICATIONS, WARNINGS ON PACK:** a) As with other products containing antihistamines Tixylix carries the following statutory warnings:- May cause drowsiness. If affected do not drive or operate machinery. Avoid alcoholic drink. b) Parents are advised to consult their pharmacist or doctor if their child is taking other medicines. c) There is a warning against exceeding the stated dose. **PHARMACEUTICAL PRECAUTIONS:** Tixylix should be protected from light and stored at a temperature below 25°C. **LEGAL CATEGORY:** Pharmacy medicine [P] **PRODUCT LICENCE NUMBER:** PL 0255/0026



Building brands for you and your customers.

Men's market moving up

The men's toiletries sector has not, as yet, been fully exploited, and the trend towards male skin care/personal care is set to continue, says the latest EIU retail business report, covering the men's fragrance market and shaving preparations.

The report reveals that since 1986, when the market was valued at £129 million, men's fragrances have grown by a staggering 63 per cent to reach £210m in 1989. The picture for shaving preparations however, is less rosy. The sector has shown little or no growth in real terms for the past two years. The market was valued at around £30m in 1989, which shows an increase of 17 per cent on 1987, based on current prices.

There has been a significant shift in the male fragrance user profile. Purchase is concentrated in the 15-44 age group which accounted for 73 per cent of total sales value in 1989.

Looking to brand shares in the fragrance sector, the top three in the mass market are Old Spice (13.5 per cent) followed closely by Insignia (11.5) and Brut for Men (9.2). Kouros tops the fine fragrance sector with a 10.7 per cent share followed by Aramis (9.2) and Jazz (8.3).

Gillette meanwhile, dominate the shaving preparations market with a 39 per cent share, this is followed by Colgate/Palmolive with 22 per cent and Cussons opening up a much wider gap with 8 per cent of the market.

According to the report, distribution can vary widely, depending on the product in question. For mens fragrances, Boots take a 34 per cent share, independents 14 per cent and department stores are marginally on top with a 35 per cent share of the market for 1989.

Again, grocers dominated the distribution of shaving products for 1989 with a 37 per cent share. Boots came close behind with 34 per cent and the independent was lagging with a mere 7 per cent.

Above the line advertising expenditure on shaving preparations and men's toiletries increased from £12.6m in 1986 to £17.1m in 1989, up 36 per cent.

The report concludes that prospects for the men's fragrances market and shaving preparations look promising. Trade sources indicate that the general men's toiletries sector has not, as yet, been fully exploited, and the trend towards male skincare continues, so the markets will continue to grow, it concludes.



Oat cuisine in bars

With an eye to those who are concerned about their cholesterol level and are actively looking for oat bran products, Jordan's have

created oat bran bars.

The company says medical studies have shown that adults eating 100g of oat bran per day have reduced their cholesterol level by up to 25 per cent. Each bar contains over 50 per cent oat bran, with three bars containing a total of 50g.

Jordan's oat bran bars are available in two flavours — original honey and roasted almond. Single bars retail at around £0.29, at a premium on the price of Jordan's other cereal bars. *W. Jordan (Cereals) Ltd.* Tel: 0767 318222.

Olvarit gets £1.1m TV support

An "action packed" commercial for Cow & Gate Olvarit baby meals, depicting baby and dad braving a "pram jam" to make it home for tea, has started this week.

It is initially being shown in London, Yorkshire, TSW, HTV, Tyne-Tees and Border regions. Other areas will follow on September 25, and the campaign ends on October 24. *Cow & Gate Ltd.* Tel: 0225 771771.

Clear Punch

Punch have introduced a colourless cleaner for use on all leather accessories where a non-sticky finish is essential.

Lemon-scented Leather Balm (100ml £1.49) is said to be ideal for use on handbags, briefcases, belts, shoes and upholstery. Available only in neutral, it is suitable for use on all colours and buffs easily. A flip-top lid makes the product clean and easy to use with no waste, say *Punch Sales Ltd.* Tel: 0664 646426.

Ever Ready ears better

Ever Ready have improved and repacked their Zinc Air hearing aid batteries. Nominal battery capacities are up to 25 per cent higher and the new packaging aims to simplify selection and complement the environmental advantages of the batteries. The new packs are made up of 85 per cent recycled board.

The company says that Zinc Air batteries are increasingly replacing mercuric oxide batteries in hearing aid applications as they are twice as efficient and therefore need replacing half as often. They also have the advantage that they do not contain mercury.

The prices of the batteries remain the same and are available in packs of three at rrp £1.89, £1.89 and £2.05 including VAT for A13, A312 and A675 sizes.

The batteries are distributed to pharmacies exclusively through Unichem. *Unichem.* Tel: 081-391 2323.

Colgate-Palmolive have completed the reformulation of their Palmolive shampoo range with the launch of a new "extra caring" dandruff shampoo (350ml £1.49). The shampoo, in blue packaging, will be supported with a £1m advertising and promotional campaign, says the company. Dandruff shampoo joins the other Palmolive variants: body and shine, frequent use and conditioning (all 350ml £1.19). *Colgate-Palmolive Ltd.* Tel: 0483 302222.

ON TV NEXT WEEK

GTV Grampian B Border BSB British Satellite Broadcasting C Central CTV Channel Islands LWT London Weekend C4 Channel 4	U Ulster G Granada A Anglia TSW South West TTV Thames Television TV-am Breakfast Television	SK Sky STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees
Alka Seltzer:	G, Y, TVS, TSW, B	
Aquafresh toothpaste:	All areas BSB & Sky	
Colgate toothpaste:	All areas	
Empathy:	U, Y, C	
Impulse:	All areas except CTV, LWT, A, TTV, TVS & TV-am	
Inoven:	All areas	
Listerine:	All areas except C, HTV & CTV	
Loving Care:	U, STV, C, HTV, TTV, TT	
Mum deodorant:	All areas	
Nivea Lotions:	STV, Y, C, A, HTV, TSW & TT	
Plax:	All areas except LWT	
Savlon:	All areas	
Sensodyne toothpaste:	GTV, B	
Sure:	All areas	
Tums:	All areas	

Evans set new sales team

Evans Healthcare have set up a new 10 strong dedicated sales team to promote a range of prescription medicines to general practitioners.

In recent years Evans have specialised in selling their extensive range of medicines, injectable products and vaccines into hospitals, local authorities and chemists.

Although not well known to G.P.'s, Evans are the largest producers of vaccines in the U.K.

At their Biologicals plant at Merseyside, B.C.G., measles, Tetanus, diphtheria and Influenza vaccines are all produced with a large proportion of the vaccine output being applied on contract to third World countries.

In addition, Evans manufacture other biologicals such as heparin and Tuberculin and a wide range of animal husbandry vaccines.

The Evans research pipeline is also showing encouraging potential. Evans are currently developing a version of their B.C.G. vaccine for the treatment of certain forms of bladder cancer and Contracen the anti-cancer research compound is also being currently investigated.

An oral formulation has now been successfully developed and a trial at the Royal Free Hospital in London has been switched from suppositories to oral capsules.

This trial is designed to determine tolerance and safety of a rising dose regimen in cancer patients and planning is well advanced for a placebo controlled phase II study.

This work is all part of the development. In the next few months we expect to see a range of new

Evans Healthcare and its new venture into community medicine is the latest development in a long and fascinating history going back almost a hundred years.

Founded in 1809 by Druggist, John Evans the company has built up a track record among generations of general practitioners and pharmacists, which make the Evans name synonymous with quality and innovation.

In 1846 the company opened its first manufacturing base and laboratory in Liverpool and began exporting to Canada. But it was undoubtedly the drive for foresight of redoubtable Edward Evans, acknowledged as the 'father of the drug trade' who took the company to new heights. In true Victorian style he expanded the company's

Evans - a long tradition of quality

operations and became so influential that on his death in 1905 he was accorded a full page obituary in *The Times* and *Druggist*.

By the early 1900s Evans was supplying a wide range of medicines to hospitals, chemists and general practitioners in the U.K. and South America.

Their reputation for quality supplies for Sir Fuchs' Trans-Atlantic expedition in 1913 were supplied by the company.

Glaxo made a successful

bid for the company in 1961 and following a period of growth consolidation became the subject of the biggest management buy out of the year in 1986.

Following a huge investment programme, the company again became increasingly attractive and at the end of last year, became a wholly owned subsidiary of Medeva plc - the medical research and diagnostic company.

Today, Evans is poised for further growth. Like all British companies facing the challenges of 1992, Evans is approaching and

well equipped to face the future.

At Horsham in Sussex, Evans have a prestigious headquarters with an 80,000 square foot purpose built factory on a 29 acre site. In fact, one of

the U.K.'s most modern pharmaceutical production units.

Capitalising on its recent successes, the company is set to continue its long standing traditions into the 21st century.

The story so far.

1809 - Evans Medical founded by John Evans

1846 - Evans opens first manufacturing base in Liverpool

1900 - Evans expands foreign business

1961 - Evans bought by Glaxo

1986 - Evans management buy out

1989 - Evans becomes subsidiary of Medeva plc

NEW

CORACTEN RELEASES, RELEASES, RELEASES NIFEDIPINE



CORACTEN

an extended release capsule

for the treatment of hypertension

Further information is available from

EVANS

Evans Medical Limited
Langhurst, Horsham,
West Sussex RH12 4QD

Presentation

Presentation
Coracten Capsules, 100/002/0159, each containing 20 mg nifedipine in sustained-release form 100, £17.38

Uses
Prophylactic treatment of angina pectoris, treatment of hypertension

Dosage and administration
Adults only Normally one capsule every 12 hours, increasing if necessary to 2 capsules every 12 hours.
Elderly Although well tolerated, use with caution.
Caution in patients with hepatic impairment.
The capsules should be swallowed whole with a little fluid.

Contra-Indications
Hypersensitivity to nifedipine.
Cardiogenic shock. Pregnancy or possible pregnancy.

Precautions
Hypotensive patients, those with poor cardiac reserve, diabetic patients, dialysis patients with malignant hypertension and irreversible renal failure with hypovolaemia.
If stopping previously prescribed β -blockers, withdraw gradually, preferably over 8 to 10 days. Bear in mind possibility of postural hypotension and/or cardiac failure if nifedipine is used with β -blockers or other antihypertensive agents.
Rarely cardiac pain within 30 minutes of administration - stop treatment.
Clinically insignificant increased plasma levels of nifedipine with H₂-receptor antagonists. Bear in mind possibility of interaction with digoxin. With nifedipine, decreased serum quinidine levels.

Use in pregnancy and lactation
Coracten is contra-indicated during pregnancy, not recommended during lactation.

Adverse Reactions
Generally mild and transient, usually at start of treatment only. Headache, flushing, nausea, dyspepsia, heartburn, dizziness, lethargy, skin reactions, paraesthesia, hypotension, palpitation, tachycardia, dependent oedema. Very rarely allergic hepatitis/reversible gingival hyperplasia.

Overdosage
Symptoms: hypotension, also tachycardia or bradycardia. Treatment: gastric lavage then oral activated charcoal with supportive and symptomatic measures, principally IV fluids. If not sufficient, digoxamine or dobutamine. Consider intravenous calcium gluconate.

Legal Category
POM

SCRIPT SPECIALS



Evan's Coracten is 'UK's first SR nifedipine cap'

Monday sees the launch of Coracten, a new presentation of nifedipine 20mg which Evans Medical hail as the first sustained release capsule of nifedipine in the UK.

It uses the Spansule technology developed by Smithkline Beecham to prolong therapeutic blood concentrations. As such, Coracten is not expected to compete with the "instantaneous" forms of nifedipine.

Coracten is one of three products acquired by Evans through parent company Medeva plc from SB some three months ago (see **Business News**).

The 40-strong Evans sales force will be detailing the 30,000 GPs in the UK with the "significant" benefits of Coracten. The company says it is of comparable quality to rival products and also has some distinct advantages.

Its introduction means that a patient's eating habits are of less consequence because the capsule releases nifedipine in the small intestine irrespective of whether the stomach is full or empty, say Evans. Other formulations are more effective after food.

Evans believe that writing a prescription for Coracten will save up to £1.93 per pack compared to rival products, saving the NHS around £4m each year.

Coracten is indicated for the prophylactic treatment of hypertension. Capsules have opaque, brownish-pink body and an opaque reddish-brown cap, marked with a white, heart-shaped monogram on both cap and body, and filled with yellow pellets.

The dosage in adults is

normally one capsule every 12 hours. If necessary, the dosage may be increased to up to two capsules every 12 hours. The capsules should be swallowed whole with a little fluid.

Contra-indications, warnings, and side-effects are as for other products containing nifedipine (see Data Sheet).

Coracten capsules are available in blister packs of 100 (£17.38 trade). The product licence number for the POM is 0002/0159. *Evans Medical Ltd. Tel: 0403 41400.*

BRIEFS

Smith & Nephew wish to point out that Scherisorb gel in 15g sachets has been prescribable in the UK since May 1. It appears incorrectly in the "Disallowed dressings and appliances" section off the C&D Price List; this entry will be amended in the October issue. The 25g size of Scherisorb gel is not prescribable. *Smith & Nephew Medical Ltd. Tel: 0482 25181.*

Wellcome are launching a 10ml ampoule pack of Bretylate (£17.23 trade), to replace the five by 2ml pack which is being phased out. *Wellcome Foundation Ltd. Tel: 0270 583151.*

Price reduction: Galen have reduced the prices of Galenamox capsules as follows: 250mg 100 £6.64 (was £8.91), 500 £33.20 (£39.71), and 500mg 100 £13.67 (£17.74, all prices trade). The company says it hopes to compete in Scotland, where the Drug Tariff prices of amoxycillin have been virtually halved. The price of Galenamox syrup is unchanged. *Galen Ltd. Tel: 0762 334974.*

Careline bags go on Tariff

The following Careline products are now available on Drug Tariff:

Product	Code	Drug tariff price (per 10)
2l night drainage bags		
E4	45-20-IDC	£8.20
E2	45-40-LBC	£1.65
E1	45-30-LBC	£1.56
Leg bag with short inlet tube		
350ml	45-01-SVC	£18
500ml	45-05-SVC	£18.50
750ml	45-09-SVC	£19
Leg bag with standard inlet tube		
350ml	45-02-LVC	£18.50
500ml	45-06-LVC	£18.50
750ml	45-10-LVC	£19

Surgicon Ltd. Tel: 0484 712147.

Trisequens

Farillon have launched Trisequens Forte. Like Trisequens, it can be used for the treatment of symptoms due to oestrogenic deficiency; but it is not indicated for the prophylaxis of post-menopausal osteoporosis.

It is a triphasic product with 12 yellow, ten white and six red tablets. It contains double the amounts of oestriol and oestradiol in the first two sets of tablets, than are found in Trisequens.

The product licence for Trisequens Forte (28 £3.74 trade) is 0542/0021, held by *Farillon Ltd. Tel: 04023 71136.*

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Fermentation and synthetic qualities both available to British and all well known International Specifications and Pharmacopœias.

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Sexual Chemistry Set.



EXPERIMENT. To prove once again that any two Denim products put together make an explosive combination. EQUIPMENT: £¼ million radio and poster campaign at Christmas. METHOD: Stock up with the full range of Denim gift sets. Then lie back and think of profits.



ELIDA GIBBS · CARING FOR HEALTH AND BEAUTY



Indigestion's Waterloo

"A rat gnawing at the pit of the stomach" is how the eminent 19th century historian Thomas Carlyle described the discomfort of indigestion.

In an attempt to relieve his frequently occurring bouts, he gave up smoking on the recommendation of his foresighted doctor and travelled to Malvern to take the spa waters. When this failed, he took to swallowing a fine grey powder — a mixture of chalk and mercury — added to his favourite tippie.

Today, Carlyle would have been spoiled for choice with the range of indigestion remedies now available over the pharmacy counter — a range which has an annual £40 million market value.

It is into this highly competitive market that Crookes Healthcare are relaunching their Asilone brand, acquired in October 1989. Research sponsored by Crookes Healthcare has revealed that an estimated 25 million people in Britain suffer from stomach problems, the most common of

which is indigestion. Of those sufferers, three out of four found relief in treating themselves with either shop/pharmacy bought or home remedies rather than seeking treatment from their doctor.

Among the general public, the most well known and established preparations for indigestion were those at the "lighter" end of the market, available at a range of outlets besides the pharmacy. However, of those surveyed who claimed to suffer from indigestion, 34 per cent experienced the discomfort of at least one bout per week. They also regarded their problem as long term, 65 per cent having suffered recurrent indigestion for three years or more.

While many of the sufferers were well aware of the likely causes of their indigestion, an estimated 5.5 million expressed a wish for further advice to explain their problem and its treatment.

Data such as this highlights the importance of the pharmacist to the sufferer and focuses on a need in the market for a

high profile, yet sympathetic and effective brand of treatment for the more "serious" sufferer — a treatment available only from the pharmacy.

As Asilone, with its multi-action formula, easily fits the "serious" remedy criteria, Crookes Healthcare have planned a new campaign to increase both public and professional awareness of the brand and the problem.

Three stage plan

For many years, doctors have prescribed Asilone as the effective remedy for symptoms of indigestion. It currently holds number two position as the most frequently prescribed indigestion brand. Yet it has recently benefitted from a GP detailing campaign designed to re-emphasize Asilone's clinical benefits and availability as an NHS prescribable product — the first major activity on the brand in this area for nearly five years.

Crookes Healthcare are confident that GP endorsement will increase public confidence in the brand, translating into higher product sales for the pharmacist as word of mouth recommendation from sufferer to sufferer increases.

To help pharmacy staff fulfill an advisory role on indigestion — understanding its underlying causes and the treatments available to the customer — Crookes Healthcare prepared an indigestion counter prescribing guide that was mailed to pharmacies in August. Copies of the guide are still available from Crookes Healthcare.

To enhance the impact of Asilone displays in the pharmacy, support material including showcards, shelf organisers and counter display units is available.

Public awareness

Only 2 per cent of indigestion sufferers are aware that indigestion remedies can be taken in anticipation of an attack to prevent later discomfort. Also, 48 per cent of those who regularly buy indigestion remedies choose to chop and change brands in an attempt to find one that suits them best.

To increase awareness of Asilone in this competitive market sector, Crookes Healthcare aim to help sufferers understand



their problem and its different treatments, and to this end have produced an informative consumer leaflet. Entitled "Indigestion — Help and Advice" it will be available in the counter display unit.

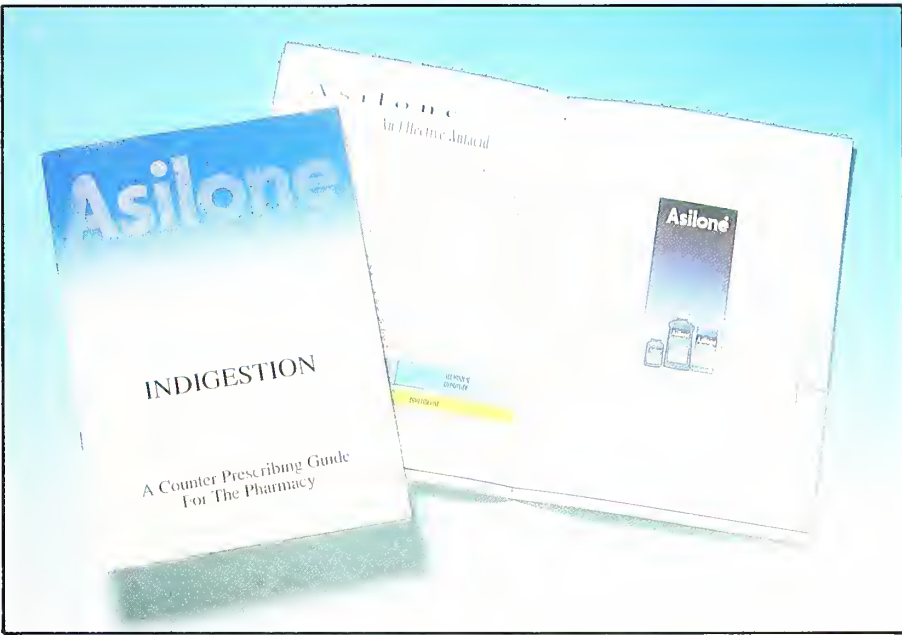
Crookes Healthcare are committed to providing heavyweight consumer support for Asilone and this Autumn launch the first ever television advertising campaign for the brand worth £1.5m.

Portrait of a sufferer

Besides Carlyle, history records that other notable figures such as Napoleon and Nelson were frequent indigestion sufferers. The doctors of both these gentlemen noticed a worsening of the condition when their patient's workload increased, particularly before Waterloo and Trafalgar!

As then, today's indigestion sufferers are drawn from all sectors of society, both young and old. The common belief that indigestion is a complaint of the middle aged was proved to be an utter fallacy when the survey revealed a significant proportion of 16 to 24 year-olds complained of the problem. Indigestion is no respecter of the sexes either, with women just as likely as men to suffer its consequences.

Besides stress at work, those surveyed blamed rushing around, unhappiness, disrupted schedules, holidays and Christmas as other major symptom



triggers, combined with bolting food, overeating and eating spicy foods. Work and nagging from a partner were cited as the main causes of making the discomfort more severe.

Just about everyone has suffered from a bout of indigestion at some time in their life. Other cited causes include excessive smoking, alcohol, chocolate, tea and coffee, eating certain vegetables and poor posture.

Indigestion consists of a complex set of symptoms generally associated with the effects of excess acid. The acid is produced by the stomach to kill bacteria and soften difficult-to-digest fibrous food. Overproduction, such as after eating spicy food or when we are upset or worried, can cause the acid to attack the lining of the stomach and the gullet.

The "wind" that is produced as part of the normal digestive processes can also become trapped in these gastric juices. Symptoms can include stomach pain, bloating and heartburn — the burning sensation in the gullet that can cause "heartfelt" panic in the uninformed first-time sufferer.

Asilone combines two effective antacids

— aluminium hydroxide and magnesium oxide, with the added benefits of dimethicone, a silicone-based anti-flatulent. Aluminium hydroxide has prolonged neutralising powers while magnesium oxide, which is equally potent in its neutralising effects, is fast acting.

Asilone therefore works in two ways: combating excess acid and breaking down gas to relieve discomfort while gently soothing the stomach lining. Liquid preparations act more quickly than tablet formulations, though obviously the latter is more convenient for sufferers on the move.

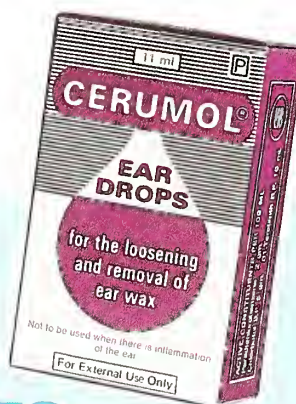
Asilone Liquid is the renamed Asilone Gel, which retains its Pharmacy status. Both sizes of the liquid presentation (100ml and 300ml) and the 30 size pack of tablets which form the new OTC range have also received new consumer friendly packaging.

The prescription range includes Asilone Suspension in both 300ml and 500ml presentations along with 100ml Asilone Infant Suspension.

With such strong support, Crookes Healthcare are confident Asilone will become the pharmacy's number one brand to bring indigestion to its Waterloo!



Your solution to indigestion.



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**for efficacy
quality
and competitive
prices**



- Labiton Kola Tonic and Koladex Tablets help restore and maintain vigour, energy and alertness.
- Halycitrol the highly palatable orange-flavoured vitamin supplement.
- Cerumol Ear Drops for the loosening and removal of ear wax.
- Monphytol colourless brush-on lotion goes deep to the site of infection in athlete's foot.
- Labosept Pastilles for bacterial and fungal infections of the mouth and throat.

Stock the **LAB** range
and be sure of satisfied customers

Wholesale friends

Xrayser has expressed understandable concern following the acquisition of Macarthy's pharmaceutical wholesaling interests by Medicopharma NV. It is, however, important to remember that there are, effectively, four not three forces in the UK's full line pharmaceutical distribution industry. The fourth force, represented by Onward Pharmaceutical Services, is the regional distributor. Medicopharma have merely been substituted for Macarthy's.

Friendly Society status is not, in fact, the best system and there are already in existence within Onward, limited companies which have been owned by their pharmacist customers as ordinary shareholders for many years.

While I accept that there may be other takeovers, let me assure Xrayser the regional sector will survive and prosper provided it gets the wholehearted support of independent retail pharmacists. Regional distributors, without exception, are highly responsive to their customers' needs and will, given the required support,

continue to ensure the existence of competitive full line distribution.

Gerald Brooks
Vice-chairman, Onward Pharmaceutical Services Ltd

ESP scheme in Scotland

V. Dawes (*C&D*, August 11, p243) is right to highlight the continuing lower payments to essential small pharmacy (ESP) contractors North of the Border. Furthermore, unlike their English and Welsh counterparts, Scottish ESP contractors are still denied a guaranteed minimum income (£27,840 this year in England and Wales). It is ironic that this part of the imposed settlement in England and Wales would be welcomed in Scotland.

So come on, Scottish ESP contractors — write to your MP about this grossly unfair anomaly. Tell your MP not to be put off by Government excuses about minor differences between the ESP location criteria North and South of the Border. The plain fact is that a Scottish ESP qualifying for the maximum allowance will receive

£9,240 this year. An *identical* pharmacy in England or Wales will receive £17,400!

Tell your MP how English and Welsh levels of allowance would improve the ESP network in Scotland. The Scottish public should not be subjected to a second class NHS.

Graeme Park
Johnstone

Getting value from PMRs

May I congratulate Dr Barry Strickland-Hodge on his article "Keeping records" (*C&D*, August 4) which is a judicious guide for pharmacists who have yet to buy a PMR system.

I would concur with his point on maintenance, which is all too often used as a revenue generating exercise by computer suppliers. The average price for maintenance in any part of the computer industry is approximately 10 per cent of the value of the system. If pharmacists are paying more they should ask their supplier why.

The question raised by Dr

Strickland-Hodge on whether a helpline/advisory system exists is not only important but imperative! This is the only contact a pharmacist has with an expert on both hardware and software. The advisors should be able to respond instantly to any unexpected problems during working hours.

The reason why many computer suppliers do not provide on site, personal training is because of the massive costs. No video or manual can replace personalised training which enables pharmacists to ask detailed questions.

I would recommend any pharmacist considering PMRs to address Dr Strickland-Hodge's article and to face these issues.

1. Cost depends on complexity.
2. Training (unless "on site"), problems are likely to occur.
3. Hotline essential and preferably "free of charge".
4. Maintenance no more than 10 per cent of the system cost and should provide a maximum eight hour response with no quibble replacement of faulty hardware.

The supplier who can satisfy these criteria will meet all but the severest user criticisms.

Simon Driver
Link manager,
AAH Pharmaceuticals

HEAD LICE TREATMENTS ARE AS VARIED AS HAIRSTYLES...



All quiet on the toiletries front

With most of the UK basking in the sunshine of another hot Summer, the May-June period has thrown up little of note in the personal care market apart from a pick up in sales of sun preparations, report AGB Market Track

The Summer is traditionally a quiet period for the personal care market as companies ready themselves for the post-holiday Autumn marketing push. Summer 1990 is no exception. The cosmetics and fragrance markets are back in the doldrums, while haircare and bathroom toiletries continue to show consistent growth.

Growth in the chemist market — 5 per cent during the May-June period — was well below the overall market growth of 10 per cent. This is largely a reflection of the fact that Boots are once again under pressure within the personal care market, particularly the commodity toiletries area where the multiple grocers are taking increasing business. Summer sales of shower and deodorant products, when product usage is faster, are going into the supermarket trolley. This is also happening to some extent with haircare products: brand leading Wash'n Go is selling well in the grocery sector for example. Boots own label products are performing well in the bathcare sector where they are very strong, but in the styling area of haircare it is the branded products that are selling better.

There is also a weakening of the independent's share of the personal care market — total chemists currently take 35 per cent of the total market which AGB value at £2,589 million for the year to June. Lloyds, with their rapid growth, are obscuring the trend, but are estimated to take around 3 per cent of the market at present. AGB intend to monitor Lloyds separately in future. If they are taken out other chemists are a touch ahead of the 5 per cent growth figure for all chemists.

Within the market sectors, haircare has been performing well on the top line for the first six months of the year. The trend is towards all-in-one products, and this has put the squeeze on multiple regimes. Styling products continue to be better faced in-store. Among the lines classified as hard toiletries sanitary protection is split 50:50 between

grocery and the rest of the trade. Gillette dominates the blades sector. The company has positioned itself in the premium brand in shaving.

Oral hygiene continues to be the market making the running. Growth in the last period was 18 per cent with sales reaching £44.6m, up from £39.2m last year. The chemist sector is doing well on the back of sensitive toothpastes and strong brush sales, particularly character merchandise. Sales of mouthwashes continue to be strong because of the ethical angle.

Bathroom toiletries

The only category in the bathroom toiletries sector that is running ahead of the overall 10 per cent growth figure for the market is deodorants. The sector was worth £147m in the year to June with growth of 15 per cent. In the first six months of this year deodorants showed over 20 per cent growth compared to the same period last year. Underlying the growth is a strong performance from the stick sector.

The sector is split with

aerosols, in spite of CFCs et al, taking about a 65 per cent share; roll-ons take 25 per cent and sticks 10 per cent. Within aerosols pump action packs only account for 1-2 per cent of sales. Performance is the problem with this

Deodorants: top brands (£) year to June.

Deodorants (total)

1. Sure
2. Rightguard (inc Sport)
3. Lynx
4. Natrel Plus
5. Boots own

Aerosol deodorants

1. Lynx
2. Rightguard (inc Sport)
3. Sure original
4. Natrel Plus
5. Bodymist

Roll-on deodorants

1. Sure original
2. Mum
3. Amplex
4. Rightguard (inc Sport)
5. Boots own original

Stick/solid deodorants

1. Sure for Men
2. Sure original
3. Old Spice
4. Speed stick
5. Natrel Plus

Top brands: Toiletry skincare (£) year to June

1. Oil of Ulay
2. Nivea
3. Vaseline
4. Ponds range
5. Simple

Top brands: Bath liquids (£) year to June

1. Radox
2. Avon (total)
3. Bodyshop
4. Boots creme bath
5. St Michael moisture bath

Top brands: Shower products (£) year to June

1. Avon (total)
2. Radox Showerfresh
3. Imperial Leather
4. Lynx
5. Bodyshop

Market and sector trends — Total industry

Total market £m	2361	2589	+ 10	361	349	464
Cosmetics & def skin	381.4	393.2	+3	53.3	76.3	66.7
Fragrances	385.9	443.5	+17	46.2	58.9	69.5
Haircare	486.7	527.2	+8	82.5	95.7	93.5
Bathroom toils	679.3	745.6	+10	94.8	127.1	149.2
Hard toils	214.7	228.7	+6	38.0	37.0	40.6
Oral care	212.8	251.1	+18	42.4	44.0	44.6
12 m/e	M/J	M/J	2m/e	J/F	M/A	M/J
	89	90		90		

Trade sector shares — Total industry

Total market £m	2361	2589	+ 10	361	349	464
	%	%	%	%	%	%
Total chemists	36.6	35.0	+5	34.2	35.1	34.3
Total drug (incl FWW)	11.7	11.4	+7	12.0	11.3	11.3
Multi grocers	22.3	23.0	+13	26.2	24.1	23.5
Other grocers	4.8	4.8	+11	5.2	4.5	5.1
Dept stores	8.2	8.7	+16	6.6	9.2	7.7
Other outlets	16.4	17.1	—	15.8	15.8	18.1
12 m/e	M/J	M/J	2m/e	J/F	M/A	M/J
	89	90		90		

resentation, and consumers see
umps as having a poor
performance.

Roll-ons are seeing some
onsolidation with Elida Gibbs and
Gillette, where products are very
strongly branded. The stick
ector is dominated by male
users. The traditional older men's
products such as Old Spice have
been displaced by relative
newcomers such as Natrell,
Mennen and Sure. Natrell looks to
be a successful stick-aerosol
ombination for male use, note
AGB. However, Lynx takes over
0 per cent of all male deodorant
ales, coming from less than 25
er cent a year ago.

Toilet soap sales are still up in
erms of sterling but tonnage sold
emains in slow decline at around
-2 per cent a year. The luxury
ector remains static but in the
itchen tablets are under attack
rom liquid preparations.

There has been a 13 per cent
rowth in bath additives, and AGB
ay there is still a lot of mileage in
his area for skincare orientated
nes. Such dermatological type
products should find a strong
arket in chemists. The sector is
orth £132m. Toiletry skincare is
boom market worth £155m and
rowing at 21 per cent, being
riven by cleansing and
moisturising products. There
eems to be some drift away from

all purpose products. The grocery
sector is shifting away from
branded products such as Nivea
and Atrixio, and looking more to
own label and specialised products
in this area.

It is probably too early to make
any predictions on the sun
preparations market over the

Summer. The sector had such a
good 1989 and so far this year has
been struggling to show a similar
level of growth. The market is still
around £72m, broadly the same as
last year. Good performances are
coming through from Ambré
Solaire which remains a chemist
orientated range. Piz Buin comes

through well, as does Nivea in this
area, and Boots have a strong
presence with Soltan. The best
performances seem to be coming
from aftersun lines.

The trend towards higher sun
protection factors continues, as
does usage of creams and lotions
as opposed to oils.

Trade sector shares — Bathroom toiletries

Total market £m	679	746	+ 10	98	127	149
	%	%	%	%	%	%
Total chemists	35.2	34.0	+6	31.6	34.5	35.7
Total drug (inc FWW)	13.1	12.7	+6	12.4	12.0	12.3
Mult grocers	26.6	27.2	+12	31.7	27.8	25.4
Other grocers	5.8	6.1	+15	6.3	5.4	6.0
Dept stores	3.1	3.6	+27	3.8	3.2	3.9
Other outlets	16.2	16.4	—	14.2	17.1	16.7
12m/e	M/J 89	M/J 90	2m/e	J/F 90	M/A	M/J

Trade sector shares — Haircare

Total market £m	486	527	+ 8	83	96	94
	%	%	%	%	%	%
Total chemists	36.2	34.1	+2	34.2	33.1	32.9
Total drug (incl FWW)	19.2	19.3	+9	19.0	19.7	19.2
Mult grocers	28.7	29.4	+11	29.6	30.0	30.4
Other grocers	6.9	7.2	+13	7.2	6.4	7.7
Dept stores	1.5	1.3	-7	1.4	1.2	1.4
Other outlets	7.5	8.7	—	8.6	9.6	8.4
12 m/e	M/J 89	M/J 90	2m/e	J/F 90	M/A	M/J

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There are many shampoos and
alcohol-based treatments but Derbac-M
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After a Strepsil they won't be a mouthful.



PHARMACY update

CLINICAL

Don't be nice to lice

A customer buying a treatment for head lice is seeking a simple, effective, pleasant and probably inexpensive remedy. The question arises whether in today's market they are getting all those qualities. Certainly in Britain consumers have a virtually unique advantage in that, unlike most of our European partners, all our head louse treatments are Pharmacy only products so they can obtain the best professional guidance and advice at the point of sale. But who advises the pharmacist? Certainly not the companies' promotional literature since all claim 100 per cent efficacy with no hassle. Anybody who has kept their ear to the ground during the past year or so will know that this is not necessarily the case.

Shampoos

There has always been debate over the best way to kill lice and much of the approach to the problem has not been entirely objective. The popularity of shampoos on a world scale reflects this. There is a psychological purging and cleansing basis to the concept which is often allied to people's repulsion of insects which in many cases far outweighs their clinical significance. The fact that shampoos form in excess of 40 per cent of the British OTC market, despite our recommendation of lotions, is confirmation of this. Of course for many customers the shampoo fits most of my original criteria for an ideal louse treatment. Its one major failing is efficacy and this primarily because of its very nature. It is insane to apply a lethal agent to an insect and then wash it off again before it has had time to act. Even if you are lucky enough to stun the lice sufficiently to wash them down the drain you will certainly not kill the eggs.

This basic failing is further compounded by the manufacturers giving almost no guidance as to the quantity to use for a single treatment, the two notable exceptions to this being *Quellada*



Nobody likes lice but few people seem to know exactly how to get rid of them. Either that, or they fail to use the insecticidal products available correctly. Ian Burgess, deputy director of the Medical Entomology Centre at the University of Cambridge discusses how pharmacists can best advise customers and the products he thinks work best against these unwelcome visitors

PC and *Lorexane* shampoo. What constitutes a "rich lather" in Glasgow or Birmingham, where the water is very soft, is achieved with very much less shampoo than in the Hampshire basin or the North Downs, where the water is very hard. Since most people tend to be sparing, and don't like to be drowned in foam, the actual concentration of insecticide reaching the insect could be as little as one hundredth of what it was in the bottle! Add to this the fact that very few people will apply their shampoo for the whole of the two, five minutes periods required by the package instructions and it is small wonder they get treatment failure.

The recent, much heralded launch of *Full Marks* has not clarified the issue. Great controversy is already raging in some Health Districts over its use and this has been compounded by it being granted a single application treatment licence in contrast with all other shampoos which should be used on three occasions. *Full Marks* is at least as effective as *Priderm* shampoo when used three times but preliminary laboratory tests suggest that over 60 per cent of eggs may survive a single treatment. How this will work out in practise only time will tell.

Lotions

In contrast to shampoo, the lotion treatments have been traditionally regarded as the most effective even if they are not as pleasant. A kind of folklore in the clinical field seems to attribute a greater efficacy to these formulations if they have less pleasant smells. This is probably only another manifestation of the entomophobic antipathy to lice felt by many people. A move is being made away from the less pleasantly smelling products but this may have negative results since many of those excipients which make the products unattractive are themselves insecticidal and probably contribute a significant part to the killing action of the

formulations.

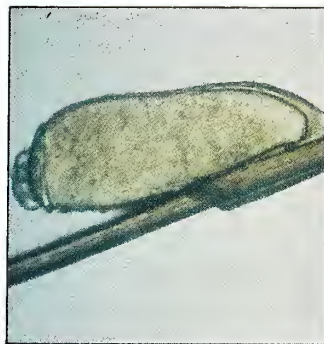
A good move is the development of aqueous based lotions which not only smell more attractive but they also do not produce the irritant effects caused by alcohol either directly on the skin or as vapour on the eyes or mucous membranes. The use of alcohol formulations is definitely contra-indicated in patients with any skin sensitivity or who are prone to eczema or similar conditions, with asthma or other allergic respiratory problems, and also young children. Several of my colleagues feel that under five years old an aqueous formulation should be used.

So are lotions as good as we believe? Some of my recent laboratory tests suggest that there is considerable variation in efficacy (*Pharmaceutical Journal*, in press). Certainly to be sure of killing all louse eggs, two overnight treatments a week apart are needed with all formulations although the lice themselves are killed by a two hour treatment with an alcoholic lotion.

As with shampoos there are no clear directions on most bottles as to how much lotion to use on a head. It is further confused by the marketing of "family" sized packets — a family of two or of ten? Of course the consumer will take it at its word and use it to treat the whole family with considerable variation in success. In realistic terms one 55ml bottle should be just enough for the single treatment of one person, allowing for some variation for differences in thickness of hair on the scalp, and the large sizes should be used in proportion.

Another newcomer on the British scene is *Lycear* from Wellcome. It has been used in the United States for several years and is set to "sweep the board" there having just been released from prescription only to OTC. However, the competition it faces here is considerably stiffer than that offered on the other side of the Atlantic.

It is rather a clever idea, being neither shampoo nor lotion, and works on the principle that if you put an insecticide and a "glue" that are both insoluble in water onto wet hair they will precipitate out of solution together and stick to anything with lipid on it — such as the outside of a louse or egg. The principle is sound but if the hair is subsequently treated with anything containing a significant amount of alcohol the "glue" (Canada Balsam) is re-dissolved and will come off, thus removing the insecticide from any, as yet, unhatched eggs. The only other problem is that the instructions cannot explain to people how much they should dry their hair after shampooing but before applying the product and if many



people treat this product in a similar way to conditioning lotions, which it resembles both physically and chemically, there may be too much water present causing some lice or eggs to be missed and too much product simply going down the drain.

So far I have not mentioned an insecticide by name mainly because if you formulate them correctly any insecticide will be effective. If you don't get it quite right you may simply be wasting everyone's time and money.

Rotation

The general consensus of opinion at the moment is that rotation between insecticides is a good thing. However, putting it into practise is definitely something else and since most pharmacists want to stay in business they stock a whole range of products and insecticides to suit consumer and prescribers' demands and whims. So far I have only seen one pharmacy that adhered strictly to the local policy on insecticides by stocking only formulations of that insecticide. Although I am sure there are others who follow this policy, when it comes to the bottom line it does not matter how sound or reasoned your advice may be, if the consumer demands something he or she will only go elsewhere if you cannot supply it.

In realistic terms the best answer is good advice:

1. No shampoo has a place in a district insecticide policy. It is too susceptible to consumer abuse.
2. If a consumer buys a shampoo it should be used three times at three day intervals for at least ten minutes on each occasion. At least 10 to 15ml (about a tablespoon) should be used for each application to avoid over dilution.
3. Lotions are the treatment of choice and should be applied overnight on two occasions, a week apart.

Finally, I have already mentioned that some products are better than others. I am working my way through them in laboratory tests so keep an eye on the professional Press to see which give the best results — which will ultimately lead to less complaints from your customers.

Fasting during Ramadan improves drug compliance

Dr Tariq Qazi, a community pharmacist in Halifax, has found that drug compliance among Muslims improved slightly during Ramadan, inspite of their need to fast

It is estimated that there are about two million Muslims living in Britain today, and there may be as many as 12 million in Western Europe¹. A large proportion — but not all — are devout, practise Islam and respect all its codes. As fasting during the month of Ramadan is one of the five fundamental principles of Islam, most of the eligible Muslim population participates in fasting as proscribed in the Holy Koran.

The rules

Fasting during specified periods is an accepted practice in many of the world's leading religions, including Christianity and Judaism. For Muslims, fasting entails no intake of food, drink and smoke from dawn to sunset, as well as abstinence from many other activities. Although fasting is obligatory for all Muslims, there are many exceptions, for example children under 12 years, the very old, the sick or those under physiological stress. Also exempt are diabetics, epileptics, cardiac, cancer and kidney patients, as well

as ill people whose health may be irreparably damaged by fasting. Those under physiological stress include pregnant women, lactating mothers and people undertaking long and arduous journeys^{2,3}.

In spite of those guidelines, many people decide to fast even though they are entitled to postpone it to later the same year. This concerns everyone associated with the patient's well being and healthcare. In fact it is considered by many that fasting during Ramadan erodes patient compliance and, in some instances, may be detrimental to health. In order to assess patient compliance during this month and examine general effects on health, a random survey was carried out in West Yorkshire and the findings are presented here.

Data collection

In this study, data were acquired by:

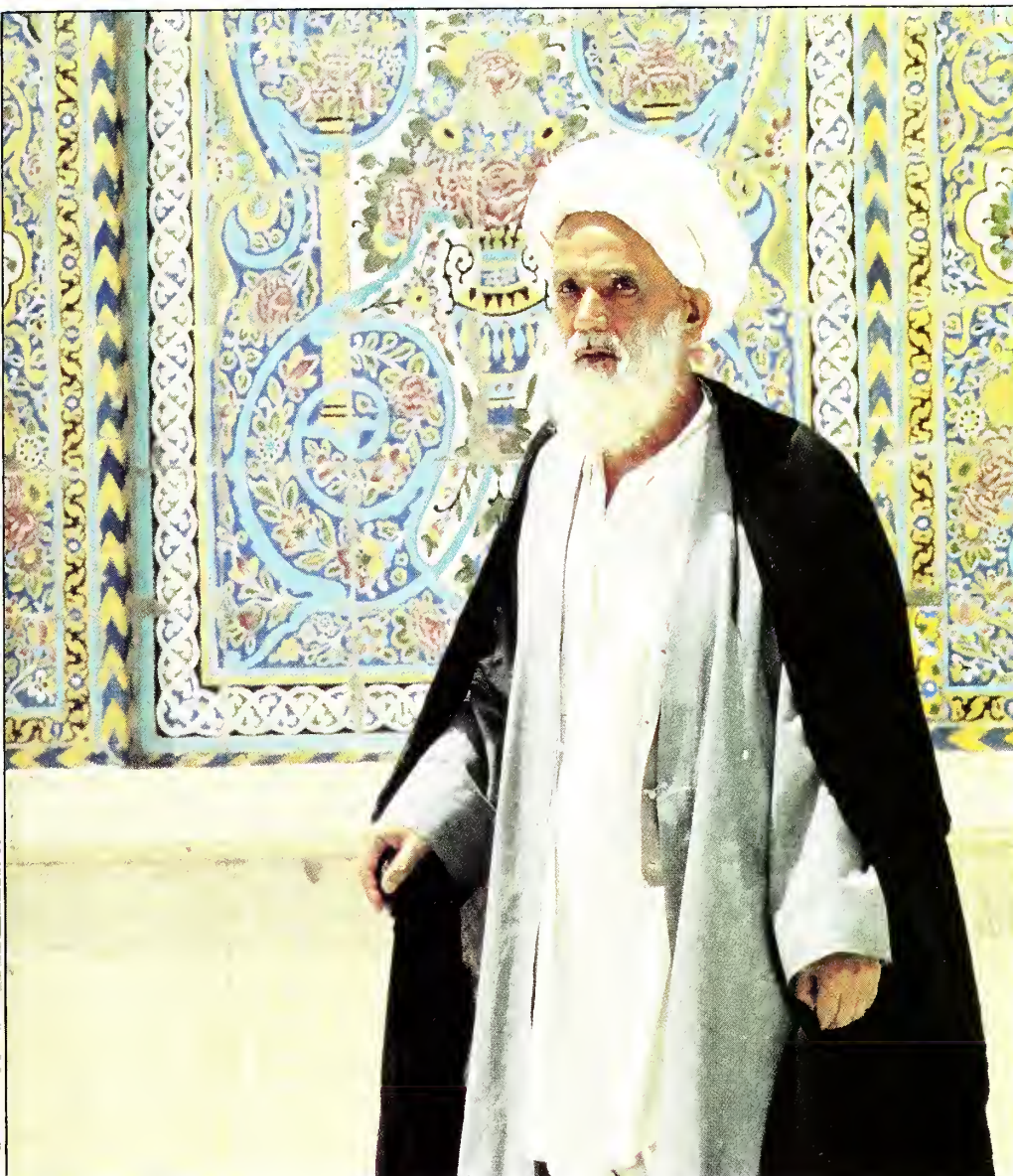
1. Direct questioning of the fasting patients or their guardians. The patients were exclusively of Asian origin. No records of the name or

Table 1 Survey data for drug compliance during Ramadan

Doctor	* General compliance (% of patients)	Prescription level	Compliance in Ramadan	Dehydration cases	Health hazards
A	20-40	down	improved	none	none
B	20-30	down	as before	none	none
C	ca. 70	down	improved	none	1**
D	25-35	down	improved	none	none
E	40-50	down	improved	none	none
F	10-30	down	as before	none	none
G	ca. 70	down	improved	none	none
H	30-40	down	reduced	none	none
I	20-30	no change	as before	none	none
J	30-50	down	as before	none	none
K	20-25	down	improved	none	none
L	25-40	no change	as before	none	none
M	30-50	no change	as before	none	none
N	30-50	down	improved	none	none
O	ca. 20	no change	as before	none	none

* as assessed by GPs

** not necessarily associated with fasting



any other identification were made. Interviews were conducted on a random basis with no pre-selection. The patients were asked the following:

- Whether they were fasting regularly.
- Age.
- Number of drugs being used.
- Type of illness or side-effects suffered due to medication.
- Frequency of daily dose.
- Comments on general health during Ramadan.

The questions were asked at two separate occasions — during Ramadan in April 1989 and at another time of year.

2. Discussions with the patient's GP. The GPs were asked to comment on pertinent and complementary issues, as follows:

- Increase or decrease in the number of prescriptions issued during Ramadan.
- Patient compliance during this period.
- Compliance among

Asians in general.

d. Observation of dehydration in patients.

e. Serious illnesses diagnosed as being associated with fasting.

Results

During the last week of Ramadan 103 patients aged between 18 to 64 years were questioned in West Yorkshire. The results of the survey of 15 GPs responsible for 23,221 Muslims are presented in Table 1. According to the GPs surveyed, the general level of drug compliance is thought to be low among their Asian patients and the data obtained from interviewing both the patients and GPs apparently confirm this.

Low compliance has been explained in terms of cultural and religious attitudes towards illnesses, particularly those of a chronic nature, such as asthma, cardiac disease, diabetes and rheumatism. Some patients with chronic diseases generally show relatively low compliance. Poor compliance may also result from a

lack of understanding of the directions for use, especially by first generation immigrants.

The level of prescriptions was judged by the majority of the GPs to have fallen during Ramadan. Understandably, Muslims are reluctant to take medicines during this month and only use them where absolutely necessary. The results also suggested that many minor and self-limiting illnesses are probably regarded as insignificant and therefore not treated. This fact in itself is not of great significance. However, in some instances minor diseases and neglect of health must surely lead to complications and seriously exacerbate the condition. Moreover, during Ramadan, some patients' response to minor discomforts and ailments was recorded to be very low.

It is generally accepted, and has recently been supported by Aslam and Healy^{4,5}, that drug compliance is radically reduced during Ramadan. In this survey marginally improved compliance was noted compared with the general compliance level at other

times of the year. Equally, in many instances, no deterioration in compliance was observed. This suggests that although the number of prescriptions may be down, the drug compliance, and hence the benefits due to drug therapy, are not eroded.

The improvement in compliance may have been due to the limited but regular meal times as well as medication times, as meals are taken only at dawn and sunset. Thus, the patient on sustained release type formulations of drug can, undoubtedly, benefit during Ramadan. All patients questioned confirmed that they were obtaining full relief from the medication when dose adjustments had been made. Therefore, to achieve greater compliance in Ramadan, appropriately selected drug formulations must always be prescribed and recommended.

In the literature, many cases of dehydration and other health problems have been described^{4,5} and are invariably ascribed to fasting. However, in this survey no cases of dehydration were observed by any of the GPs questioned. Nor did any serious health problems emerge due to fasting. On the contrary, comments relating to the regularisation and general improvements in eating habits and physical well being were made by both patients and the GPs.

Conclusions

- The general level of drug compliance among the Asian Muslims surveyed in West Yorkshire is considered by the GPs to be relatively low.
- Prescription levels during Ramadan fell as a direct result of fasting. However, drug compliance was not necessarily reduced, but showed marginal improvement, especially when suitable drug formulations were selected and prescribed.
- No cases of dehydration or any other "health-damaging" side effects were observed as a direct consequence of fasting during Ramadan.

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Acknowledgement The author is indebted to Dr M.S.H. Hussain for his constructive suggestions.

Computers: looking forward

Computers have already made a significant impact on pharmacy and are likely to play a greater part in pharmacists' business lives as technology develops further. Dr Gordon Geddes, assistant secretary at the Pharmaceutical Services Negotiating Committee and a member of the Family Practitioner Services Computer Forum, looks at some of the leading work in the field and the systems that might be introduced during the 90s

Pharmaceutical computing as a concept has been around for two decades, but took off in the 1980s with the need to type labels on dispensed medicines and the general growth in use of personal computers. Currently, perhaps 80 per cent or more labels are produced by a computer system.

A significant minority of systems in community pharmacy incorporate software to produce and maintain patient medication records. This received a boost when, towards the end of 1989, payments under the NHS were made to community pharmacists for keeping patient medication records.

On the OTC side, several large multiples employ EPoS (electronic point of sale) systems to record sales and to control stock leading to automatic ordering. Developments can easily be predicted by reference to other retail areas. For example EftPoS (electronic fund transfer at point of sale) systems are becoming more common in supermarkets.

Developments in the professional areas of pharmacy are less easy to predict and it remains to be seen whether pharmacies will adopt fully integrated systems which, using multi-tasking software, will provide the pharmacy with all its computing needs embracing all or some of the following: accounts/finance, drug information, EftPoS, EPoS, labelling, patient records, payroll, prescription analysis, smart/care card processing, stock control, stock ordering and word processing.

Smart cards

The smart card is currently a favourite topic in health care. It is a credit-card size plastic card with a microprocessor chip embedded in it to give the device some "intelligence" and hence the popular name "smart".

The GEC card differs from the Bull card because there are no physical contacts. The card need only be placed flat on the defined area in any orientation on either side for communication to take place via magnetic induction.



The Bull family of cards has the advantage of complying with an international standards organisation (ISO) specification which determines the positioning of the microchip within the plastic card and how the connections are to be made.

Currently either type of card can hold a maximum of 2 K bytes of information which is sufficient for a variety of purposes. The optical card, however, can hold up to 2M bytes of information but this is a different type of device.

Optical/laser cards are credit card size pieces of plastic which are written to and read by a laser which is not dissimilar to the type found in compact disc players. These cards are manufactured under licence from the Drexler Corporation and can hold up to the equivalent of 200 A4 pages of information. It is a WORM device in that one can write only once to any given area but read that area many times.

Thus although the capacity of an optical card is very much greater than a smart card the former is not re-useable. Normally the optical card is less secure than a smart card but this deficiency is overcome to a certain extent by coding the information held on the card using encryption algorithms.

It is difficult to see at this stage how the card may be applied in community health care. Like the Bull card the Drexler optical card has an ISO specification.

At the BP Conference in Keele last year Exmouth pharmacist

Martin Gibson reported on the care card project, in which two medical practices, one dental practice and all eight pharmacies are involved in a trial whereby medical records are held on a Bull CP8 care card with different levels of access according to clinical need. Prescriptions written to the card can be read at a pharmacy together with clinical data.

The pharmacies were supplied with Honeywell PC equipment together with a labelling software package which can produce sophisticated labels comparing favourably with the standard labelling systems.

In the present trial the pharmacist can only write against the prescription the date on which it was dispensed and cannot record the brand dispensed against an open prescription, or OTC sales of medicines. These points are recognised as limitations and would probably be rectified in any future study. Over the next few months the Department of Health's NHS information technology branch will assess the project and further developments will be reported to the Family Practitioner Services Computer Forum.

Recently the Ontario Pharmacists Association concluded a trial using a smart card in a small community involving some 500 "veterans". The project was primarily concerned with recording and storing information on prescribed medicines together with the submission of invoices. There are



plans for a smart card project in Scotland in the primary health care area.

Linking up

In 1986 a trial was started involving links between pharmacies and the Prescription Pricing Authority for the transmission of prescription data and subsequent payment.

PSNC's attitude towards the trial was equivocal in that there was a desire to encourage the introduction of new technology but this had to be on a "no detriment" basis. Contractors could not be expected to pay for the necessary hardware and software and spend additional time processing the information for no recompense. And if linkage resulted in earlier payment then because of the NHS indebtedness formula pharmacists might have lost 5p per prescription.

The trial ended in April 1987 and was treated as a success by organisers Arthur Andersen and the Department of Health (C&D, April 25, 1987, p777). PSNC was more sceptical; the linkage trial was thought to be premature because it started before PPA computerisation was complete and these benefits fully realised. Furthermore, pricing procedures had not been simplified prior to the trial and the pharmacist was expected to know much more

about the pricing process.

Arthur Andersen reckoned that 1.5p, out of a total processing cost of 4.5p per prescription, could be saved. But this did not take into account any payment to the pharmacist for processing the prescriptions, nor the cost of adhesive labels which had to be attached to the FP10 form.

In 1988 the Department proceeded on a scheme which would eventually link the majority of pharmacies to the PPA. The Department correctly thought that there must be a better alternative to passing some 370 million prescriptions between pharmacy and the PPA.

Eventually it must have become apparent to the Department that the PPA was very efficient at processing NHS prescriptions and that it would have been difficult for any other system to compete and demonstrate a financial benefit. Thus the project was abandoned but the Department put together the Pharmacy Computing Group to explore future computer applications within pharmacy.

PSNC and the Royal Pharmaceutical Society met recently with the Group. There was some discussion relating to smart cards and pharmacy/PPA links. PSNC reiterated the view that the existing system would have to be simplified if there were to be any savings. If there is a concerted move to simplify the Drug Tariff and pricing rules together with more original pack dispensing then the topic of pharmacy/PPA links will undoubtedly return in the 1990s.

On-line networks

Pharmacy Information and News Service (PINS) was introduced in September 1986 to provide pharmacists with an on-line information service. By dialling the Society directly or via a package switching system, entry would be gained to PINS for registered prescribers via an identifier and a pass code. However, this service will cease to operate from December 31, because Council found it was not financially viable.

In April of this year the Department of Health announced that it had signed an agreement with Racial Data Networks Ltd to establish a private data network for family practitioner services.

The network, which would be solely for NHS use, would permit doctors, dentists, opticians and pharmacists to link to Family Health Service Authorities, the Prescription Pricing Authority, the Welsh Pricing Committee, the Dental Payments Board and the NHS Central Records Office. NHS regional networks could also be connected to the FPS network so, for example, a GP could

connect to a district general hospital for the results of laboratory tests. Links could either be direct or via a dial-up line. An FPS Data Communications Network will have two major advantages over existing facilities — it would be secure and cheaper.

In 1985 the Department of Health recognised that, with the growing use of computers in the primary healthcare service, there was an increasing need to exchange information on computer developments. So a Family Practitioner Services Computer Forum was inaugurated with representatives of the pharmaceutical, medical and dental professions together with Department of Health, Welsh Office and Scottish and Northern Ireland Central Services Agencies representatives meeting at three monthly intervals.

The forum's aims include informing contractors about developments and implementation of FPS computer strategy, allowing the professions to present their views to the Department, exchanging information on wider FPS computing issues, and enabling the professions to endorse appropriate, common and technical standards.

In 1988 the forum was expanded to include representatives from the Prescription Pricing Authority, the Dental Payments Board and the NHS Central Register. From a pharmaceutical point of view the forum is particularly important in that views can be expressed directly to the information technology personnel involved regarding such projects as pharmacy/PPA links and the Exmouth project.

Expert systems

Before speculating as to the computer systems which might be found in a community pharmacy at the end of the 1990s it is appropriate to mention expert systems. An expert system is specialised software which can be taught rules linked with data so that decisions or solutions can be suggested. One feature is its ability to learn and improve through experience.

A classic application is that of diagnosis. It is not always possible to draw up a decision chart or algorithm to follow a series of logical steps to arrive at a solution. This is where the expertise of the consultant is essential.

Early computer diagnostic aids built up their expertise by draining three top consultants in a particular field of all their knowledge and experience and combining this with a statistical data-bank. The resulting package enabled a GP to diagnose with a success rate greater than any one

of the individual consultants.

In community pharmacy, these systems could assist in responding to symptoms and recommending OTC medicines. They could be used to assist with VAT returns and interpreting the Drug Tariff. If advice is required on opening a new pharmacy or objecting to an application to open or seeking a minor relocation a contractor turns to the guidelines, the LPC secretary or the PSNC office for advice. In the future appropriate advice could come from a rule-based system derived from the Regulations, the guidelines and case histories.

Looking ahead

So, if we put together all the possibilities that have been discussed in this article with some of those which have not, a picture of a community pharmacy at the turn of the millennium can be painted. A pharmacy could have a network of work stations based on a powerful microcomputer system running a multi-tasking operating system. Some work stations might be dedicated to a particular purpose or could be multi-purpose. The cash till would require a certain amount of dedication but could still incorporate a VDU and keyboard which the pharmacist could use as a terminal for interpreting

symptoms presented by a patient.

Work stations would, of course, be necessary in the dispensary and in the office. The microcomputer would have at least one telephone line dedicated for data transmission via modem with an option over a dual-purpose line such that there could be links simultaneously to two distant computer systems.

NHS dispensing could be a paperless transaction if the patient presented a smart card which was read at the counter to determine whether or not the patient is exempt and for any prescription charges to be collected or debited. In the dispensary the patient and prescription information would be processed automatically to produce the appropriate labels, the necessary checks having been carried out.

At the end of each working day, information on prescriptions dispensed would be passed via the FPS data communications network to the PPA. Within a few days from the end of each month the PPA could transmit to the FPC details of monies due which the FPC would then notify to the contractor while funds were credited to the bank account. There is no limit to the degree of sophistication which could be achieved by implementing technology which is currently or shortly to be made available.

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BUSINESS NEWS

CBI drive against counterfeiting

The Confederation of British Industry is to mount a drive against counterfeit goods after collecting evidence this Autumn.

The CBI is conducting a survey with the Anti-Counterfeiting Group, a trade association which represents the interests of over 70 companies, to establish the extent of the problem in a range of areas.

Listing pharmaceuticals, car and aircraft spares, jewellery, watches and designer clothes as among the range of goods to be looked at, Judith Vincent, the CBI's head of company law, said fake goods cost companies money in lost sales and credibility but could cost lives.

"The implications for the pharmaceutical industry are devastating with fake 'life saving' drugs being put on the market which lack the essential ingredients or with actively harmful components," she said.

The survey is intended to prompt the UK Government and the European Community to consider the implications for counterfeiting of dismantling border controls after the EC single market is introduced in 1992. Ms Vincent said: "The results will be used to ensure that both the Government and Brussels consider the implications of 1992 and take action to ensure enforcement controls are maintained and strengthened".

Results of the survey are expected by the end of the year.

Proctor & Gamble and Rhone-Poulenc Rorer have ended an agreement to market jointly over the counter medicines in the USA because of an anti-trust suit filed by the US Department of Justice. According to the *Financial Times*, Proctor & Gamble were to have marketed Rorer's Maalox alongside their own Pepto-Bismol stomach preparation. The Justice Department said it would lessen competition.

Evans SR nifedipine challenge to Bayer

Evans are launching Coracten, a sustained release form of nifedipine, to challenge Bayer's Adalat Retard in the hypertension market. The company bought Coracten along with Micralax and a third, still undisclosed, pharmaceutical from Smithkline Beecham earlier this year (*C&D* June 9, p1038).

A 40 strong sales force has been assembled and trained to market Coracten and Micralax direct to general practitioners, starting from the launch date of September 3. Two members of the sales force will operate in Northern Ireland.

At present the product licence for Coracten is still in the name of Smithkline Beecham and for the first two years they are manufacturing the drug on Evan's behalf.

Evans estimate the market for antihypertensives is around £300m a year in the UK, accounting for 15 per cent of the NHS drugs bill. Research and development director Dr John Heap said that one estimate is that 50 per cent of the adults in the UK suffer from hypertension "though it is difficult to gauge exactly as the condition is symptomless".

However, as regular screening of patients is a part of the new GP contract, Evans expect diagnosed hypertension to increase. Marketing director Neil Henderson was reluctant to be drawn on the share of the market the company expects to win with Coracten.

Evans' parent company Medeva is in the throws of a rationalisation and reorganisation programme including the imminent takeover of Thomas Kerfoot. Eight of the GP-directed salesforce for Coracten and Micralax have been co-opted from Evans Healthcare's 30 strong pharmacy salesforce, reflecting the company's intention to sell off a number of OTC medicines.

However, Evans' managing director Steve Harris stresses



Evans managing director Steve Harris

that Medeva have no intention of merging the remaining 22 with the Thomas Kerfoot team. "Evans and Thomas Kerfoot customers will see no significant changes; while Kerfoot sells to wholesalers, the Evans pharmacy sales forces sell to pharmacies. Their roles are complementary."

"The benefits of the Evans Kerfoot merger will be on the manufacturing side," he said. "For example, both Evans and Kerfoot will have stopped buying from third party manufacturers."

In the restructured group, Evans Medical will handle vaccines, biologicals and prescription medicines, while the Evans-Kerfoot combination will be the company's core generics business. Mr Harris said Medeva plan to be very flexible about selling the Evans' Horsham site once production has been moved to Kerfoot's Ashton under Lyne plant (*C&D*, August 25, p321). They would be prepared to sell the whole factory or the whole site, including the head offices.

Medeva also plan to consolidate the manufacture of antibiotics and biologicals at Evans Bradford plant, moving existing Kerfoot production to the site.

AGB market Superpanel

AGB Market Information are now promoting their latest product data service, AGB Superpanel, to the toiletries industry.

Based on a consumer panel of 8,500 households and 28,000 consumers, AGB Superpanel claims to be the largest continuous panel of its type. Panel members use their own bar code reader for data capture within the home, backed up by a barcode book for products which are not manufacturer-coded. AGB say they can identify who bought the product, when, and which retail outlet it came from.

"The introduction of AGB Superpanel will have a dramatic impact on the traditionally dynamic toiletries market. Increased fragmentation, accompanied by a proliferation of tightly targeted brands and range extensions, means that it is essential for manufacturers to be able to track consumer behaviour over time," says Dave Barrett, AGB commercial director, personal products.

The service is reinforced by two years back data and a 72 hour on-line report turnaround time, plus a dedicated client services team. Manufacturers will be able to track the elusive youth and men's sectors which are particularly relevant to the toiletries industry, say AGB.

July sales

The seasonally adjusted retail sales volume in July was 123.6 (1985 = 100), according to a provisional estimate from the Central Statistical Office. This was above the level in June but well below the figure for May.

In May to July sales were about the same as in the previous three months (after seasonal adjustment) and 1.5 per cent higher than in the same period a year earlier. So far in 1990, the value of sales has been 8 per cent higher than in the first seven months of 1989.

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Hymosa goes to Brithealth

Brithealth have acquired the Hymosa range of "animal free" skin and hair care products, previously marketed by Seven Seas under the New Era name.

Brithealth managing director Dr G. Moonga says: "We have considerable plans to revitalise the range while adding innovative products from our development

department".

Seven Seas say they have sold the Hymosa brand because it was not seen as part of their core business in the future.

Brithealth plan to introduce new lines into the chemist trade in January. In the meantime there may be some repackaging of existing products.

Care of elderly is big business

Takare, the Telford based company who build and run homes for the dependent elderly, are proving that it is possible to turn caring into a successful business venture.

Takare, the subject of a recent corporate profile in *The Independent*, entered the nursing home industry ten years ago. It has just announced a 71 per cent increase in pre-tax profits for the six months to the end of June. The company is said to be worth over £100m on the stock exchange.

Chairman Keith Bradshaw and

deputy chairman and managing director, Deverok Pritchard first became involved in nursing homes in 1980. As a result of early experiences the company hit on a standard formula for the design of homes for the elderly. Newly built units of 30 individual rooms are grouped around a central service area providing catering, laundry and administration.

In 1983 the company had 110 beds and currently operates 1,245. The aim is to build ten new Takare homes, or 1,200 beds, a year for the foreseeable future.

AAH put Link on offer

AAH are running a two month promotion on their Link pharmacy computer system offering reduced prices and automatic entry to a prize draw for pharmacists upgrading their system or having a tapestreamer fitted.

Those purchasing a Link 2+ system and also taking out a five year maintenance contract will be offered the system at £1,964 (compared to £2,128 normally).

Pharmacists wanting to upgrade from Link 2 to 2+ will be offered the package for £998 as opposed to £1,078. The tapestreamer option is offered at £30 off the normal price of £378.

The promotion runs for two months until the end of October. AAH's Simon Driver says the promotion is "strong marketing" and shows that prices for computer equipment have "still got some fat in them".

Hoechst £23.9m profit

The Hoechst UK Group have reported sales of £434m in 1989 and a profit before tax of £23.9m. In the annual report for the parent Hoechst Group, Professor Dr Wolfgang Hilger proposed a dividend of DM13 per share (1988 DM12).

Recovery in the pharmaceuticals division was brought about by rationalisations and the launch of new products. Sales increased by 14 per cent to DM7.9 billion and an important contribution was made by Roussel Uclaf.

Deliveries to the Soviet Union increased sharply and business also continued to develop briskly in the USA.

He recorded that restructuring of the group to be implemented in 1990 would improve flexibility and efficiency. Within the divisions it would be forming business units that operated close to the markets and took decisions independently within a framework of jointly agreed strategies.

He predicted this would speed responses to market conditions.

SB go generic in the USA

Smithkline Beecham have reached agreement to manufacture a generic form of their diuretic Dyazide for distribution by Rugby Laboratories in the United States.

Capsules containing 25mg hydrochlorothiazide and 50mg triamterene will be distributed to wholesalers and pharmacies by October 1. Smithkline Beecham will continue to provide Dyazide to physicians who prefer brand name products.

Rugby have the largest generic distribution network in the USA.

■ UK investors are recommended to buy shares in Smithkline Beecham by UBS Phillips & Drew. The disposal programme and strong positive cashflow from operations had significantly reduced group debt. The stock was one of the most defensive in the UK market and, despite earnings growth of 20 per cent for the next two years, it was only on 19 per cent prospective premium, according to their analysts.

Profits at Ransom up at £864,000

Profit before tax for William Ransom & Son plc rose to £864,000 for 1990 (1989 £806,000) against a turnover of £6,544m (1989 £6,121m), according to the company's annual report. The directors are recommending a final dividend of 1.169p per share making an increase of 10 per cent for the whole year.

Chairman Michael Ransom commented that the home market had been uneven. "Standard pharmaceutical liquids have been difficult throughout the year although helped by a minor flu epidemic in the middle of the Winter. Intense competition between wholesalers resulted in pressure on margins for their suppliers.

"Contract manufacturing has increased in importance and we are actively looking for new customers. The extraction side of our business, particularly for the toiletries and cosmetic industries, is expanding rapidly".

Mr Ransom said the most significant event in the year was the sale of the company's Hitchin site for £9.43m. A site of six and a

half acres had been purchased in Biggleswade and a new factory was being constructed. Improved methods of extraction were being devised and initial trials were encouraging.

The chairman predicted stiff price competition in the home market and the strain on management resources caused by planning the new factory would have a dampening effect on profits for the current year.

COMING EVENTS

YPG go to Colorado and Windermere

There are still a few places remaining on the Young Pharmacists Group ski holiday "Steamboat Colorado", leaving on January 12. The price is £570 (£580 non-members) all-inclusive for the week.

The weekend before that, January 8-9, YPG are going to Lake Windermere. The cost is £50 (£55 non-members) for two nights bed and breakfast.

Andrew Watson, The Old Fire Station, Albion Street, Birmingham. Tel: 0992 475199.

Christmas trade shows

Cripps & Lee are holding their Christmas trade show of toiletries and household goods from September 10-12 at Speedwell Close, Chancellors Ford Industrial Estate, Hants from 9am-9pm each day.

E&G Harris are holding their trade show on the same dates at Cross Green Industrial Estate, Leeds, also from 9am-9pm.

Details of both shows are available from Mike Hounsell on 0703 263999.

Advance information

Fairfield Displays. Free seminar covering shopfitting and display, held in conjunction with the Fleet Chamber of Commerce at 127 Albert Street, Fleet, Hants on September 18 at 6pm. Details from Janice Fairfield on 0252 812211.

National Pharmaceutical Association, Plymouth branch. Joint annual meeting with the NPA Training Group, September 20 at The Astor Hotel, The Hoe, Plymouth at 8pm. Details from David Kaye on 0752 500009.

Batiste Exhibitions. Third national security equipment and installation exhibition at the National Exhibition Centre, Birmingham from October 2-4. Details from Sonia Everett on 081-340 3291.

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WANDSWORTH HEALTH AUTHORITY MENTAL HEALTH UNIT PHARMACY TECHNICIAN

MTOL + + + (with 3 discretionary points)

A vacancy exists for a qualified technician but a Student or Senior Assistant Technical Officer would be considered. Consideration would also be given to a recently qualified technician on MTOL + (with 1 discretionary point).

If you wish to work Monday to Friday in a friendly department then contact us.

The department is fully computerised on J.A.C. system. You will be one of a team of eight technicians providing services to two units in the Wandsworth Health Authority.

We would be particularly interested in someone from the Community/General Practice Pharmacy with Boots or N.P.A. qualification for S.A.T.O.

Salary scales:

MTOL + £7,021-£8,542

MTOL + + + £7,594-£9,239

S.A.T.O. £7,021-£8,213

Student Pharmacy Technician

£5,549-£6,001 + London Weighting Allowance depending on qualification

All the above plus London Weighting £1,580 (Pay award pending)

B.Tec in Pharmaceutical Sciences or appropriate qualification is required for Technician post.

For further information please contact: Mrs. S.J. Foster, Chief Pharmacist, Springfield University Hospital. Telephone: 081-672 4922 (direct line).

An application form and job description are available from the Personnel Department, Springfield Hospital, 61 Glenburnie Road, London SW17 7D or telephone 081-784 2768 (24 hour ansaphone). Please quote reference number BRH36.

Closing date: 21st September 1990

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The successful candidate will be responsible for maximising sales through a portfolio of key accounts, including retail multiples and national wholesalers.

Applicants must be able to display exceptional ability, good communication skills, energy and broad awareness of the generic market.

Salary is negotiable dependent upon calibre and experience, a company car and pension scheme are also provided.

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Tel: 081-530 7166 Fax: 081-530 0452

To arrive not later than Friday 10th September 1990.

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SOON? ARE YOU THINKING OF
ADVERTISING IN
CHEMIST & DRUGGIST?
CONTACT MATTHEW CORSE
ON 0732 364422 EXT 2472**

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M&A Pharmachem Ltd are a manufacturer of generic, pharmaceutical tablet and liquid preparations. We seek a suitably qualified and experienced person to take over the responsibility of production manager.

We are a private, limited company and are looking for someone who will provide positive input into the growth and development of the company.

Please apply in writing to:
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APPOINTMENTS

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International Company requires the services of a mature active person on a part-time basis.

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Positively no selling involved.

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7/90

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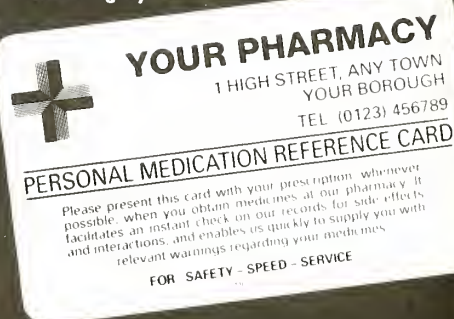
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In an area now accounting for an increasingly high percentage of sales in retail pharmacy, we endeavour to offer all the advantages of handling the agency lines without the many restrictions manufacturers may impose.

If you would like to discuss your Christmas requirements with one of our Salesmen call now on: 0628 810404.

CHRISTMAS 1990 TESTER PROMOTION

ORDER SIX OF ANY ONE ITEM BELOW AND RECEIVE A TESTER
FREE

PLUS ORDER FOUR OR MORE DIFFERENT PRODUCTS AND RECEIVE
AN EXTRA 5% DISCOUNT OFF OUR NORMAL COST

	RSP	NORMAL COST	CODE	QUANTITY
GLORIA VANDERBILT 30ml EDT Spray	11.95	8.35	GV877	☐
PALOMA PICASSO 30ml EDP Spray	25.00	17.50	PP5231	☐
ANAIS ANAIS 50ml EDT Spray	21.00	14.70	C340	☐
LOU LOU 50ml EDP Spray	23.95	16.75	C5140	☐
CHLOE 30ml EDT Spray	Special	9.95	LG8500	☐
OBSESSION 100ml EDP Spray	39.50	27.65	CK0340	☐
PACO RABANNE 100ml A/Shave Spray	21.50	15.05	P2234	☐
OUORUM 50ml EDT Spray	16.75	11.70	041180	☐
POISON 30ml EDT Spray	19.50	13.65	CD6321/9	☐
EAU SAUVAGE 30ml EDT Spray	Special	6.95	ES30	☐
L'AIR DU TEMPS 48ml EDT Spray	11.95	8.35	NRB848	☐
FLEUR DE FLEUR 48ml EDT Spray	11.95	8.35	NRL682	☐
MISS DIOR 50ml EDC Spray	18.00	12.60	CD9222	☐
FAHRENHEIT 50ml Aftershave	17.50	12.25	CD5612	☐
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7. Due to price changes made by manufacturers we reserve the right to change prices stated.
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ABOUT PEOPLE



The owner of the Dewsbury Reporter's "Best shop in town" pharmacist Gill Hawsworth (right) displays her commemorative plaque, as the paper's advertising manager Mike Pennington presents lucky voter Ivy Royal with a £100 voucher to spend in Old Bank's Chemist. Staff members (back row, left to right) Jenny Miller, Julie Hampshire and Anne Sykes look on

'Best shop in town' is a pharmacy

Old Bank's Chemist, in Old Bank Road, Mirfield, has been voted "Best shop in town" by readers of a local paper.

The competition was organised by the *Dewsbury Reporter*, a West Yorkshire weekly. It took the form of a supplement, with voting details and a variety of advertisements from shops in a wide area around Dewsbury, including Mirfield.

The proprietor of the pharmacy, pharmacist Gill Hawsworth, put a small, professional advertisement in the paper, very much in contrast, she says, to some of the larger ads placed by big retail chains.

"I was really thrilled to win, and I'm very grateful to the voters," she says. "The paper was really surprised that a little chemist in the middle of nowhere won," she told *C&D*.

The award was for "services and standing with the public". Mrs Hawsworth's pharmacy is

more like a healthcare centre, she says. It is situated in a residential area, and there is no doctor's surgery within two miles.

The pharmacy offers a variety of services including cholesterol testing, blood pressure testing and picking up and delivering prescriptions.

Mrs Hawsworth is understandably proud of her success in building up the three-year old business, and feels the award is a credit to her staff. As well as being personally satisfying, she also feels it is a big plus for pharmacy.

Mrs Hawsworth was presented with a plaque to commemorate her pharmacy's success. And one voter, Mrs Ivy Royal whose slip was pulled from a hat of those who voted for the pharmacy, won a voucher for £100 to spend at Old Bank's Chemist.

APPOINTMENTS

Lederle Laboratories have appointed Dr Steve Lockhart as director of clinical development. Dr Lockhart studied medicine at Cambridge University, worked in various hospitals, and was a research fellow at the Institute of Cancer Research, before entering the pharmaceutical industry in 1986. He will head the team responsible for research phases I to III.

Neutrogena UK Ltd have appointed Geoff Percy as trade marketing manager, and Neil Dickinson as product manager. Mr Percy comes from Smith & Nephew, where he worked for ten years. Mr Dickinson has worked for Beecham, and most recently was a product manager for KP snacks.

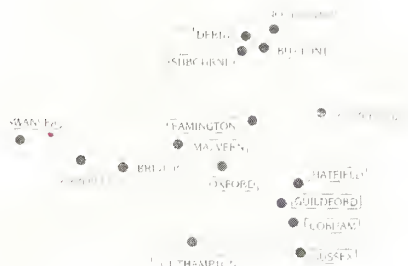
Britannia Health Products have appointed Peter Duckworth as chief executive. Maxwell Noble, currently marketing director, will become managing director and Paul Kerry sales and marketing director.

Place for Romanian

Mr George Gray, the Lincolnshire pharmacist whose appeal for aid for Romania appeared in *C&D* (August 25 p326) has received the offer of a place for Mrs Neli Teodoru, a pharmacist from the Romanian town of Sebes, to experience pharmacy in this country.

Mrs Teodoru's husband, Dr Adrian Teodoru, an ophthalmologist in the hospital in Sebes, will be working for a month in a hospital in Nottingham and the offer means his wife will be able to join him.

Anyone wishing to donate medicines or supplies to the Romanian appeal should contact Mr Gray on 0406 380066.



Mossley pharmacist Mark Ashmore was somewhat perplexed by this map from the Summer issue of *Sterling Health's Educare* magazine.

"I hope *Sterling Health* are better at educating us about their products than they are at geography," says Mark. "I certainly was not impressed by their placing Buxton to the South-East of Derby and Newcastle-upon-Tyne to the South of Carlisle." Readers living in Ashbourne, Leamington, Malvern and Hatfield might also be wondering at *Sterling Health's* geography

60% pay cuts for private sector employees.

NHS employees have a reasonable pension scheme. But if you work in the private sector for an employer without a pension scheme, or you're self-employed, you may be less fortunate.



You'll probably have to rely solely on the State pension. And that means your standard of living will be drastically reduced when you stop work.

Look at the facts. A woman aged 35, earning £15,000 a year, who retires at age 60, can expect a total State pension of just £122 a week in today's terms. A self-employed person would get even less.

So, effectively overnight, her income would drop by nearly 60%. And even if you're in a pension scheme you may not be a lot better off.

Thankfully, with one of RNPFN's LIBERTY pension plans you can easily secure a far better standard of living when you retire.

We have a plan for those not in a pension scheme. A plan for the self-employed. And even a plan for those who need to top-up their employer's pension. And it needn't cost you a fortune, either. Provided you start now.

HELP FROM THE TAXMAN.

A LIBERTY pension plan offers you unrivalled tax benefits, now and in the future.

Firstly, your contributions grow in a special tax free fund, which means higher benefits for you. Secondly, the taxman will boost your contributions by at least a third. So, if you put in £30 a month, he'll make it up to £40 a month.

RNPFN also helps you make even more of your money. After all, for over 100 years, we've been protecting the

financial well-being of members of the healthcare professions and their spouses.

And, every year, independent surveys show that we achieve better returns for our policyholders than many of the best known names in the High Street.

So, for more information about LIBERTY pensions, and a free personal illustration of benefits, phone our Pensions Advisory Service now on 01-839 6785 (will change to 071-839 6785 from 6.5.1990). Or post the coupon below.

We'll show you how to avoid a large pay-cut when you stop work. Without a drastic effect on your spending power now.

Please send me without obligation, full details of RNPFN's LIBERTY pension plans.			
Note: the information requested below is required to enable RNPFN to give you best advice and it will be treated in the strictest confidence			
Full name (Dr/Mr/Mrs/Miss/Ms) _____			
Address _____			

Postcode _____		Date of birth / /	
Occupation _____		Employed ☐ Self-employed ☐	
PLEASE ANSWER THE FOLLOWING			
Are you contributing to the N.H.S. Superannuation or other employer's scheme?		YOUR SPOUSE	
Yes ☐ No ☐		Yes ☐ No ☐	
If "YES" how many years to date have you been a member?		Yrs. _____	
Your planned retirement age		Age _____	
Gross annual earnings		£ _____	
How much would you consider contributing every month?		£ _____	
If you require information for your spouse please give			
Spouse's full forename(s) _____			
Date of birth / /		Gross annual income _____	
Occupation _____		Employed ☐ Self-employed ☐	
Now, please post this coupon to RNPFN, FREEPOST, LONDON WC2N 6BR. No stamp is necessary.			
			
The Royal National Pension Fund for Nurses. A member of LAUTRO			
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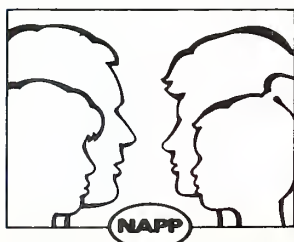
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40 YEARS EXPERIENCE
in head lice treatment

FULL MARKS[®]
SHAMPOO

- Simple 10 minute treatment
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- Contains no isopropyl alcohol

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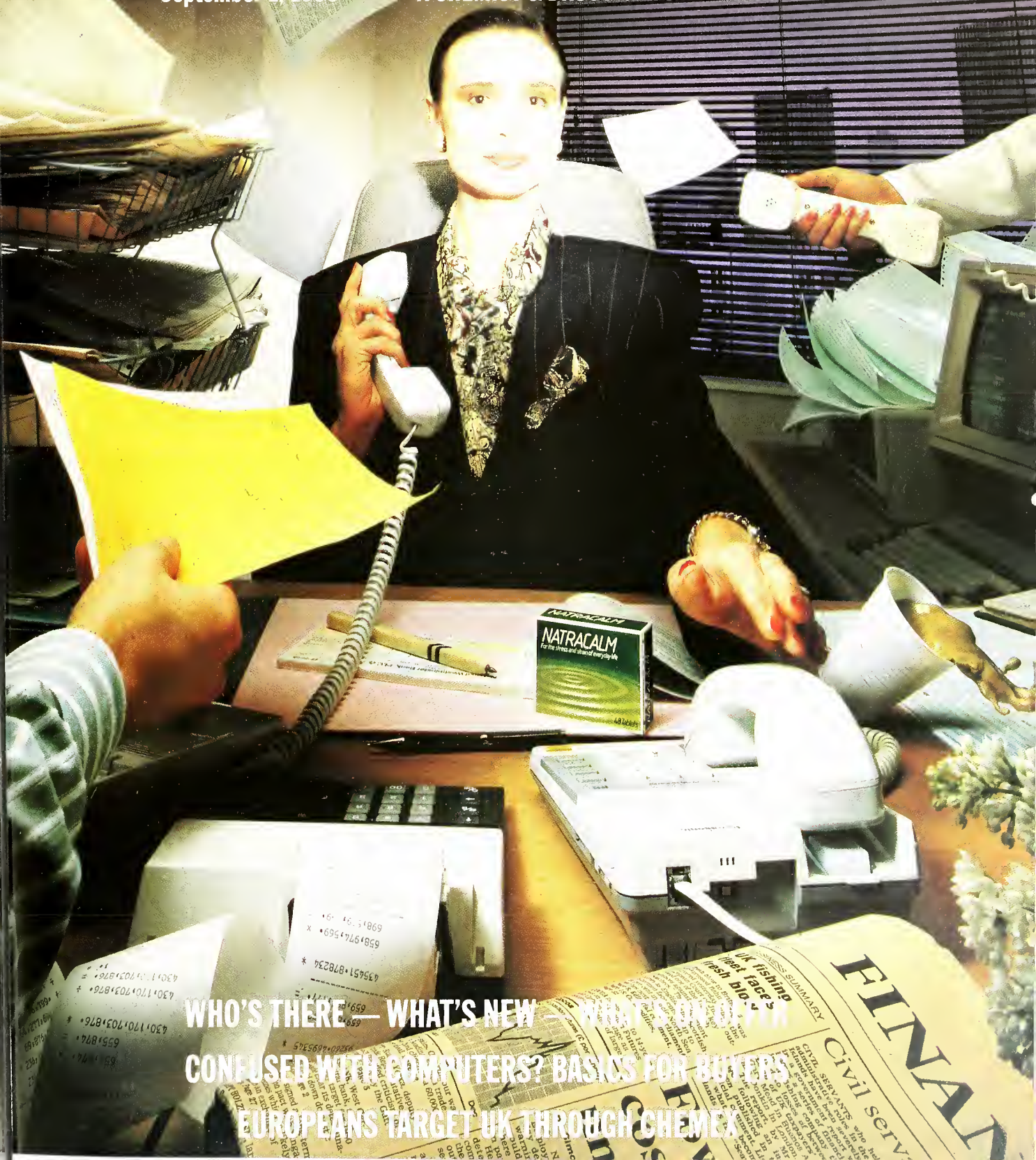
*Source: Chemist and Druggist monthly price list, July 1990.

FULL MARKS Shampoo (0.2% w/w phenothrin) contains 125ml sufficient on average to treat 4 heads.
Permethrin 1% w/w, 20% isopropanol creme rinse contains 59ml sufficient to treat 1 head.

CHEMEX PREVIEW

September 1, 1990

A CHEMIST & DRUGGIST SUPPLEMENT



WHO'S THERE — WHAT'S NEW — WHAT'S ON DISPLAY

CONFUSED WITH COMPUTERS? BASICS FOR BUYERS

EUROPEANS TARGET UK THROUGH CHEMEX

FINAL
Civil serv

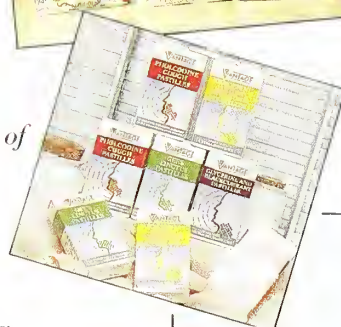


A Vantage pharmacist who took to the range

t was certainly an inviting prospect.

An expanding range of Vantage own label products all attractively packaged, offering top quality at excellent margins. It turned out to be just the thing to boost his sales so he can afford to take off to the wide open spaces.

The other benefits in the Vantage package, include an attractive range of point of sale material, plus financial assistance for Vantage shop fascias and a powerful £1 million advertising campaign in popular women's magazines. Monthly offers on top-selling OTC products,



professional staff training courses and the informative Vantage News, backed up with regular visits from a local Vantage representative.

So why don't you become a Vantage pharmacist? It gives you the back up of a large caring organisation – yet you keep your independence.

VANTAGE
CHEMIST

If you want to become a Vantage Pharmacist come and see us at

CHEMEX
Stands G9 H9

WE'RE ALWAYS THERE · WE ALWAYS CARE

CHEMEX '90



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More space, more launches

Product launches, special offers and valuable prizes will be in abundance at Chemex '90, to be held at Olympia's National Hall, London, on September 23-24.

This year, organisers MGB Exhibitions have added an extra suite to accommodate the growing number of major companies wishing to make contact with community pharmacists. And the opening hours have been extended from 10am-8pm on the Sunday, 10am-5pm on the Monday, to enable pharmacists to make the most of all that is on offer.

This was one of the recommendations of the Chemex advisory panel — representing manufacturers, distributors and buyers — set up to help the organisers make further improvements to the exhibition, which once again is sponsored by *Chemist & Druggist*.

A survey commissioned by the organisers showed that two-thirds of visitors to last year's Chemex were stocking new products as a result, and most rated the products on show as good (58 per cent) or excellent (16 per cent). This confirmed MGB Exhibition's belief that visiting Chemex is a must for pharmacists who wish to maintain their competitive edge over other retail outlets.

This year, computer companies will be out in force and a special section of this preview aims to help pharmacists capitalise on the chance to see the leading products all under one roof. Wholesalers are also well represented, and Numark is just one of the big names among the many companies exhibiting at Chemex for the first time.

Free tickets are being issued to the trade. For further supplies contact Maurice Hoare, MGB Exhibitions (tel: 081-302 8585).

How to get there

Olympia's National Hall is situated on Hammersmith Road in West London, with easy access to the M4, M40 and M25 motorways.

The Intercity station at Kensington (Olympia) provides direct rail links between the North-West, Midlands, Kent and Sussex, while the Underground, situated just outside the exhibition halls, connects with London's other main-line stations.

A special package

There may still be time to take advantage of the special Chemex travel and accommodation deal.

Chemex organisers MGB Exhibitions have arranged with Keith Prowse a two night, package comprising overnight accommodation with full English breakfast at the London Tara Hotel, round trip standard class rail travel and a West End theatre ticket.

As an example, a visitor for Manchester would pay £128 in all (single room) while another from Northumberland would pay £146.

Keith Prowse say they may still be able to accommodate late bookers, who should contact their reservations desk, St James House, 1 Wellington Road North, Stockport SK4 2RT (tel: 061 4319000), and ask for the special Chemex '90 package.



ALL YOUR BODY NEEDS
English Grains
HEALTHCARE

English Grains Healthcare's national Press advertisement for Natracalm features on the cover while details of their other leading brands, Red Kooga Ginseng and Calcia can be found on pp22,23 along with their latest brand, children's vitamin Vitabites, which is launched at Chemex.

National Hall Olympia



CHEMEX 90
23-24 September 1990

National Hall Olympia

Ladies

Gentlemen

Marlow
bar and
buffet

Stairs to
ground level

Stairs to
ground level

Stairs to
ground level

Stairs to
ground level

Stairs to
ground level

Apex room

Club room

Gallery

SPONSORED BY
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 EXHIBITIONS



EXHIBITORS

Company

A1 Pharmaceuticals	S7
AAH Pharmaceuticals	G9,H9
Action Chem	K17
Afco	N1
Allergan	J17
Allied Dunbar plc	N15
Alpha-Tek Associates — APC	S10
Amber Services	M6
Anglo European Health	G31,R10
Appletree Ltd	N18
Approved Prescription Services Ltd	D9
Arkopharma Laboratories	D27
Aromatherapy Products Ltd — Tisserand	A24
Athlone Laboratories Ltd	F26
Babin UK	K23
Beauty International	M3
Beauty Options Ltd	M2
Beiersdorf UK Ltd	L29
Body Wise UK	P28
Bodyplan	P20
Bodytreats Ltd	F2
Bodyweigh Systems	D25
Booco Import/Export Ltd	N9
Booker Nutritional Products	M9
Bourjois Ltd	P23
Brita (UK) Ltd	F8
Britannia Health Products Ltd	H18
Buchholz GmbH (Savegreen)	G24
Callanish	L27
S. Calvert Computer Services	S16
Canon (UK) Ltd	S13
Chancellor Group	R6
Channel Business Systems	P27
Chattem UK Ltd	C23
Chemist & Druggist	G3
Chemtec Systems Ltd	L15
Ciba Consumer Pharmaceuticals	C31
Classé Fashion Jewellery	C2
Claydon Wholesale	G32
Clonmel Chemicals Co Ltd	F26
Collection 2000	P4
Colorama Ltd	J19
Cometform Ltd	M19
Community Pharmacy	D31
Couture Marketing Ltd	D26
Creighton's Naturally plc	G14
Crescent Installations	R8
Crookes Healthcare	E19
Cupal Ltd	C4
Dana Perfumes Ltd	P15
Daneglow International	S9
De Witt International Ltd	J27
Dep (UK) Ltd	B4
Direct Perception	N13
Dixon Community Care	S11
Doncaster Pharmaceuticals (Perfumes) Ltd	G19
Doncaster Pharmaceuticals Group	F19
Efamol Ltd	H14
Elida Gibbs	D3
Elit Lighting & Giftware Ltd	N7
Encyclopaedia Britannica	M17
English Grains Healthcare	L35
Esselte Meto Ltd	R12

Stand

Ethichem Newton Ltd
Eurimpharm Ltd
Europharm
Evans Medical Ltd
Carl Everts (Savegreen)

Fairsan Pharmacy Systems
Farheen Overseas Ltd
Farmitalia Carlo Erba
Fashion Girl
Faylite Signs
Finders International Ltd
Flabeg GmbH
Fort Knox Safes
Fotostop Express
Wm Freeman & Co Ltd
Fylde Coast Confectionery

GAP Research Co Ltd
Gala of London Develop 10
Galenco Ltd
Geller Business Machines
Gemma Shopfitting Systems
Gerard House
Glopec UK Ltd
Grafton Supplies
Great Wave Co
Grett Optik

H&H Systems
Hadley Hutt Computing Ltd
Hermes Sweeteners
Holistic Health Products Ltd
Huwl-Werke GmbH

IDC Computer Systems Ltd
Image Accessories Ltd
Innova Editions Ltd
Initiatives Link International
Intercare Products
Interfragrance Ltd
International Laboratories Ltd
Inverness (UK) Ltd
IP&S Co Ltd
Irish Export Board

Jackel International Ltd
Ernest Jackson
Giorgio Janeke (Savegreen)
Janssen Pharmacy Division
Jefferey's Fashion Jewellery
Jenclaire Brands
Jenks Group
JICA Beauty Products
John Bell & Croyden
Jones Packaging Ltd
Just Sales & Marketing Ltd

Kendall Co UK Ltd
Kent Cosmetics Ltd
Kimberly-Clark Ltd
King Cole Ltd
Kodak Ltd/Sterling Health
S. King Ltd

LRC Products Ltd
Laboratories for Applied Biology Ltd
Laboratoires Garnier
Lake Pharmaceuticals Ltd
G. R. Lane
Laughton & Son Ltd
LCS Ltd
Lewcal Ltd
Lewis Pharmaceuticals
Liberty Cosmetics Ltd
Lofthouse of Fleetwood
London Paper Products Ltd
Lundby of Sweden

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Mam (UK) Ltd
Man Shuen Hong (London)
Mars Confectionery
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Mavala UK Ltd
Medielite Ltd
MGB Exhibition Press Office
MGB Exhibitions Ltd
Miles Ltd
Montagne Jeunesse
Paul Murray Ltd

J20
F3
J10,K9
H10
H27
C1
P9
M18
N21
S14
L12
L20
S6
P21
A14
D1
B20
K27
J4
C24
L8
M14
F32
K27
L18
H13

Napp Laboratories
National Pharmaceutical Association
A. Nelson & Co Ltd
Network Management Ltd
Norgine Ltd
Noritsu (UK) Ltd
Nu-Line
Numark Management Ltd

Opti-Shop
Organic Product Co Ltd
Original Additions

Panpharma Ltd
Park Systems Ltd
Parlour Products
PATA
Peaudouce Ltd
Pharmaceutical Journal
Pharmadass
Pharmax Healthcare
Photo-line Distribution
Pierre Fabre Ltd
Plenty of Scents Ltd
Point of Sale Centre Ltd
Porta Products Ltd
Porton Advertising
Potters Herbal Supplies Ltd
Precisa Balances Ltd
Pretty Natural plc
Professional Product Research Inc
Provincial Pharmacy Locum Services

Quick Pics Ltd

Ramer Trading Co Ltd
Ranger & Loew Ltd
Readi Read Ltd
Readyspex
Reckitt & Colman Pharmaceuticals
Red Star
Regency Film Services
Regina Royal Jelly
Retail Concepts Ltd
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John Richardson Computers Ltd
Rima Pharmaceuticals Ltd
Robinsons
Roche Products Ltd
Ronco Sales Organisation
RT Display Systems Ltd

Sabre AAV Ltd
Salus (UK) Ltd
Scholl Consumer Products Ltd
Sensiq
Shopfield
Simple Software Solutions
Albert Smith Health Cassettes
Spectrum Marketing
Springfield Diagnostics
Stephar (UK) Ltd
Sterling Health/Kodak
Still Room
Sun Distributors Ltd
Surgi Chem
Swaddlers Ltd
SweDEM AB

Telsa Wholesalers
Torbet Laboratories Ltd
Total Body Care Ltd
Tudor Photographic Group Ltd

Unichem plc
Universal Filling Machine Co
Upjohn Ltd

Vax Appliances Ltd
Vitabiotics Ltd
Vitalia Ltd

Walsh & Jenkins
Wassen International Ltd
Weleda UK
Wellcome Consumer Healthcare
Whitehall Laboratories
Windsor Pharmaceuticals
Wrigley Co Ltd

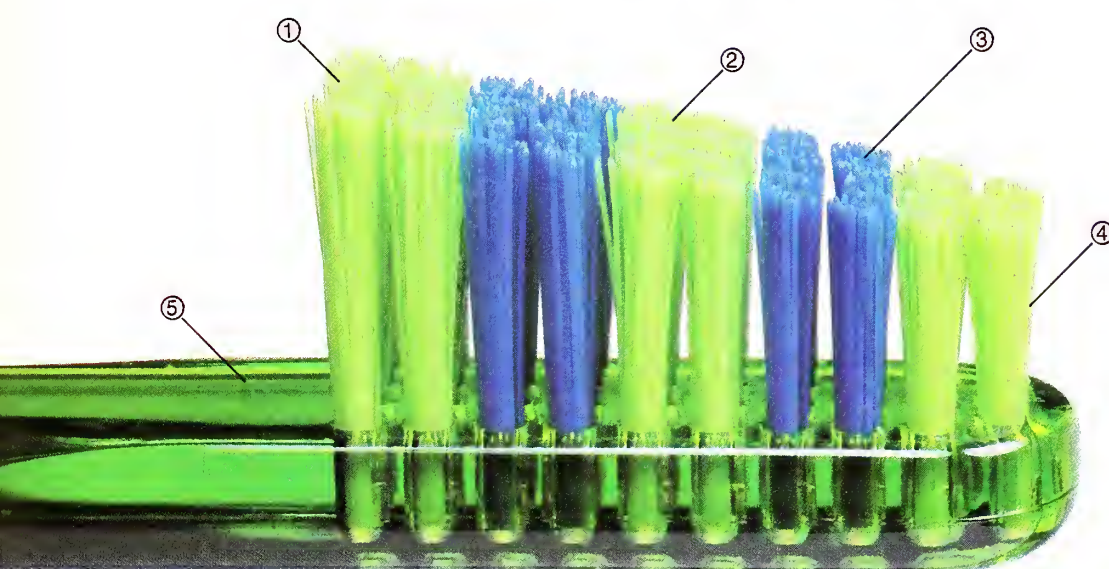
ZAF Ltd
Zenner (UK) Ltd

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CATCH UP WITH THE NEW LOOK NUMARK.



STAND E31

Nobody knows more about the independent pharmacist than Numark. Which is why you should visit our stand at Chemex '90.

Whether you're a Numark pharmacist or not you'll be able to chat and learn all about our new plans for an improved service. These plans include setting up a National Retail Advisory Board which will consist of retail members, administered by central office.

On the personnel side, Numark is appointing several key people who will take responsibility for areas of the business which are growing and new ones to be introduced .

In addition to this Numark is funding many working parties to tackle such important issues as information technology, electronic point-of-sale (E.P.O.S.), distribution and own brand development.

You can learn all about these developments on stand E31 where you can meet Numark's Managing Director, Terry Norris, as well as representatives from all the wholesale members and the central office team.

And don't forget, if you are already a Numark pharmacist you can enter our lucky draws where you can win many great prizes.

Start catching up with all these developments at the Numark stand and there'll be no looking back.



ON THE MOVE.

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How to choose a pharmacy computer

It's easy to be confused when confronted by as many computer systems as there will be at Chemex. In this article, some companies give advice on points to bear in mind when making your choice. The first do's and don'ts come from John Richardson Computers Ltd.

1. Ask if there is a satisfaction guarantee and how long for. It is impossible to assess realistically a system's merits from sales literature or a demonstration. A proper assessment requires familiarity and practical experience. If companies have a good system they will be glad to offer you the option of returning it if, for any reason, you are unhappy with its performance.

2. Try to buy from a company you expect to be around in years to come. You may need their advice from time to time, as well as back-up and maintenance, and a company that has sold 1,000 is more likely to stay in business than one that has sold 50.

3. Try to think ahead and decide what you want your system to do in addition to labelling and patient records. Will you still be able to transmit orders should you decide to change your wholesalers? Is there room on the hard disk to run other programs such as word-processing, accounts, etc?

4. Choose a system that will cope easily with your output requirement in terms of labels, and always take into account the fact that prescriptions do not usually come along at a steady rate. Your system must be able to cope with the most frantic time, not the average!

Do not forget that any computer slows down the more information you put into it. When you see a demonstration make sure that there are at least 5,000 patients in the system, otherwise you are not getting a true reflection of how the computer will work in your dispensary.

5. Use other people's experiences to support or refute your own impressions. A good testimonial from an impartial friend, colleague or professional body can be worth its weight in gold if it reflects practical everyday experience. Be extremely careful where opinions are hard to obtain, for example with recently launched systems

and one-off programs.

6. Make sure you know what maintenance includes and excludes. How long will it take to get your computer going again in the event of a break down? Is there engineer on-site support or does the computer have to be sent back to the suppliers? Are monthly drug file updates available for all your prices, pack sizes, product codes, warnings etc?

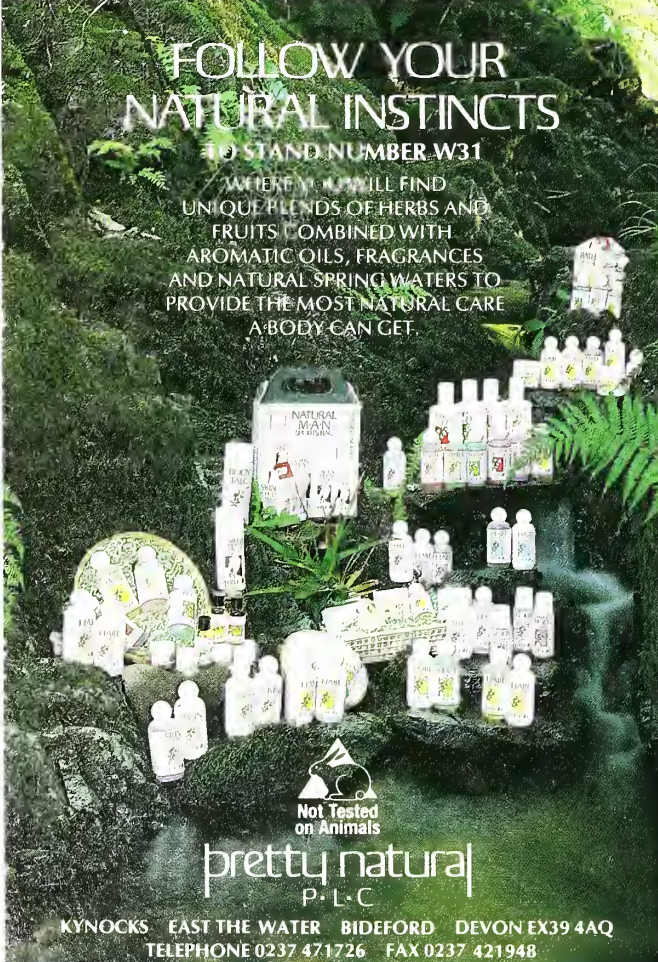
7. Consider the flexibility of the system. Make sure you can produce a label you are happy with. Can new drugs be added instantly? Can cautions and dosage instructions be amended, deleted or added during labelling? If items have been entered into the wrong patient record, can they be transferred to the correct record or even deleted? Can two patient record details be merged together?

8. Be wary about buying your program and computer equipment from different

Continued on p12

FOLLOW YOUR NATURAL INSTINCTS
TO STAND NUMBER W31

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Professional look



Professional Service

100% margin, 100% professional.

More and more people are turning to their chemist for ear piercing.

The reason is simple – confidence. It's a personal service and most people feel secure in the hands of a professional working in a clinical environment.

Similarly those who know the service feel more confident with the Inverness System which is universally considered the best.

The Inverness System is fast, comfortable and totally without risk, you or anyone in your pharmacy can easily perform the Service in under 5 minutes without any discomfort to the customer whatsoever... and it's profitable.

Fully Approved

The Inverness System is Health Authority approved as being 100% sterile before, during and after the piercing. All items that come into contact with the customer are disposable so there is no system preparation necessary – it really is fast and convenient.

Many chemists already find offering the Inverness Service is extremely profitable. It costs very little to start up and with piercing being charged at

up to £25 it is proving a worthwhile addition to their business.

Inverness is the world's leading ear piercing system manufacturer. You can be assured of the fullest support, including attractive point-of-sale display and next day despatch of stock.

If you're new to ear piercing and would like to know just how easy and

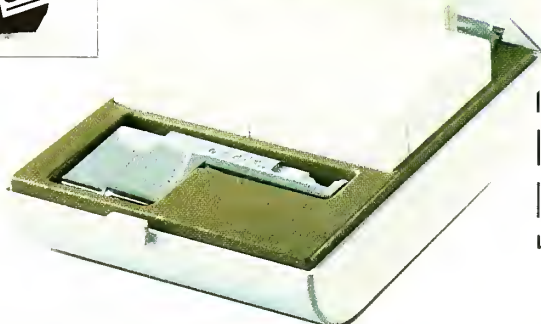
profitable the service can be, just pick up the 'phone and call us FREE on 0800 525307 or see us at Chemex, Stand G20.

**POST THE COUPON NOW AND TAKE
ADVANTAGE OF OUR NEW
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CHEMEX '90



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☐ New Customer ☐ Existing Customer

The Inverness System is supplied complete, no training is necessary although full instructions are provided. Counselling can be provided if requested. Inverness offer the largest selection of fashionable piercing earrings in the retail price range of £5-£25 together with full 'Point of Sale' support to enable you to maximise the effectiveness of your New Service.

**START-UP
OFFER**

computer equipment from different suppliers. If a fault occurs there may be difficulty in ascertaining who is to blame and you may be left stuck in the middle, with each supplier blaming the other.

9. Be wary about low cost maintenance — many companies who have promised this are now no longer in business, leaving pharmacists with useless equipment no-one else wants to be bothered with. An apparently cheap maintenance contract can, if anything goes wrong, leave you without a labelling system for days, possibly weeks.

10. Remember that pharmacy requirements are constantly changing so make sure the company can give some long-standing guarantee to effect these.

11. Ask about backing up procedures. How many disks do you need each night? Are they supplied with the system? How long does a back up take when you have 10,000 patients in the system? Is there the option of adding a tape streamer if required?

Things not to do

1. Don't even consider a system if you don't like the quality of the labels.

2. Don't choose a keyboard which you don't like the feel of, or doesn't appear robust.

3. Don't believe everything the salesman or promotional material tells you without trying it for yourself.

4. Don't pick the first one you see however impressive it may look. Compare as many as you can before making a choice.

5. Don't be rushed into making a decision — you are going to spend many years with your system. Don't be seduced by generous trade-in allowances which can work out vastly more expensive in the long run.

6. Don't forget that a computer only does what it is told — the best computer in the world is quite useless without a good program.

7. Don't forget the locum! Pick a system that is easy to use and does not require two weeks with a technical manual.

8. Don't choose an expensive and complicated computerised system that does "everything" before considering the implications. It may be so complicated to use that it actually slows you down!

9. Don't be put off by what may seem to be unnecessarily high capital outlay. Lease rental alleviates this and is the most sensible way to buy your computer. If the program is good with some form of easy stock control facility, the system should pay for itself within months.

If in doubt, there is only one acid test and that is to use the system yourself, under real dispensing conditions, for a few weeks. Without any computer knowledge whatsoever, you will know within hours which is the right system for you. And if you choose the right one, after using it for a few months, you will wonder how you ever managed without it.

When purchasing EPoS

1. Be sure that the EPoS system you buy has been designed as till first and computer second. This is bound to make the system more reliable and robust.

2. Be sure that both the till manufacturer and the EPoS system suppliers are substantial companies with good track

records and experience in retail pharmacy.

3. Be sure that the software is reliable and is based on extensive usage and field trials.

4. Make sure the company you go to has the development resources for any expansions in the 1990s.

5. Be sure the EPoS system you buy is capable of a simple, straightforward, inexpensive upgrade.

6. Be sure that the company has the resources to deal with day to day support.

User-friendliness

Hadley Hutt Computing Ltd offer the following advice:

One of the first features to look for is user-friendliness. Is the system easy to use? Does the screen tell you where to go next? Will a locum be able to come into your pharmacy and use the system easily? Is there an easy to read manual and a telephone help line available?

It is very important not to be fooled by the price. Look at what you are getting for your money. A cheap system now may cost you a lot of money in a few year's time when you find that the hard disc is full, or that your dispensing process is slow because the interaction check is taking too long. To make sure that this does not happen you need to buy a system that runs on a PC 286 with a fast access time and 40MB hard disk.

The Pharmaceutical Society recommends that backing up should be carried out by means of a tape streamer. This is the most efficient and safest way to back up your data. A floppy disc back up, of all your data each night, is very time consuming involving a number of floppy discs. If you are only backing up the new data each night this can be done quite quickly but should you need to restore your current data in an emergency a complicated process is involved taking data from various discs to rescue the situation. Using a tape streamer overcomes these problems. The back-up can be done overnight. In the morning the screen shows that the back-up

has been carried out successfully and is compared to the data on the hard disc. In the event of a hard disc failure data can now be restored from the tape with confidence.

Another hardware feature to look out for is the quality of the printer. Is the print clear and easy to read? Is it possible to vary the size of the print? This is especially important for labelling for poorly sighted patients.

Find out what happens in a power failure. Look for a system that stores the data to hard disc immediately so that a power failure does not destroy your latest data.

Reliability

AAH Pharmaceuticals advise: look for an established, reliable company offering a full back up service. Also look for a company offering reliable software that is able to respond to legislative changes, personalised training, a hotline/helpline advisory service, a system with a capacity to update in the future, a full maintenance back-up programme, a system that meets or exceeds the Pharmaceutical Society guidelines, a comprehensive PMR system, a comprehensive drug interaction facility (ideally based on generics and featuring the capacity to update as new drugs come on line), and an in-pharmacy computer system that does not require an order entry fee.

Look to the future

Park Systems "While there is a great range of features available on computerised labellers, it is important to bear in mind the following points," says director Mike Sprince.

1. Make sure you purchase from a company with whom you feel confident and which will be available in the future to support and service the product.

2. Try to ensure that the hardware is of a good quality, processing speed and capacity

Make the most of Chemex

C&D asked computer specialists how pharmacists can make the most of the chance to meet leading suppliers under one roof.

Colin Bell, Fairscan's managing director, says: "Pharmacists should first clarify their own objectives and then look at all the systems on show at Chemex. "For example, when choosing a PMR system, they should decide what their own critical criteria are, based on the number of prescriptions they dispense and the professional enhancements they wish to make to their own businesses."

"While you can't get a true appreciation of the systems in a crowded exhibition environment, you can at least make a shortlist of what is on offer and pick up the relevant literature, ask for a disc or video or — best of all — ask for a personal demonstration at your pharmacy", he advises.

S. Calvert Computer Services, who have been supplying software to the National Pharmaceutical Association since 1986,

agree that potential buyers should first consider what they intend to do with the computer, then write their thoughts down so that when visiting Chemex they will have a good understanding of what they require and can ascertain which system best meets their needs. Secondly, make a point of visiting all the stands before making any commitment on purchase or trial, they suggest. It may be that an alternative system is better.

Park Systems' director Mike Sprince also advises preparing a list of requirements and questions for the various manufacturers.

AAH Pharmaceuticals recommend that pharmacists ask for a detailed demonstration of the systems and for a detailed breakdown of all the costs incurred, for example, some companies charge for order entry fees etc.

and is capable of easy expansion in the future. Try to choose a company that is well established as it is likely to be able to offer better long-term support.

Finally, remember that you are looking for long-term service. A product that may appear to be cheap today may lack long-term credibility and prove very expensive.

Discounts on Oralabel

Special exhibition offers from IDC Computer Systems Ltd include discounts on orders taken at Chemex and for sales made after further appointments for post Chemex demonstrations.

IDC supply hardware for Oralabel from established computer manufacturers Epson and Tulip. While the Oralabel PC software can be bought separately, the advantages of smooth and knowledgeable installation provided with a complete system purchase more than outweighs any savings made by shopping around, says the company.

IDC's Oralabel accommodates about 5,000 patients and 70,000 script items per MB. This means that many users will be able to buy 20MB hard disk machines (as opposed to dearer 40MB machines) with the confidence that they will still serve them well for many years to come, say IDC, who can also supply 40MB machines.

Facilities include labelling, patient records, owing book, drug interactions, stolen script monitor, repeat labelling,

nursing home reports, wants list, stock usage reports and private prescription pricing. Other programs such as accounts and word processing can easily co-exist on the computer and IDC can supply a range of these packages.

The system can be purchased in different ways — with a new printer or without. Prices start from £1,395 for computer and software. The software on its own can be bought for £420 (prices plus VAT). Hardware and software support is available on machines supplied by IDC. Annual contracts for a next working day repair or replacement response range from £172 to £225 (plus VAT) depending on the equipment. Tel: 061-773 7909. Stand L2.



Park's new PMR system

Meet the author

Park Systems will be demonstrating their new PMR labelling system which has a sophisticated drug interaction alert built into it. The alert gives full messages on any interaction with a note of its severity and suggested alternatives. The system also monitors for any adverse effects that are related to the patient's age or clinical condition.

On the Sunday of Chemex, pharmacists will have the chance to meet Dr David Mottram, one of the co-authors of the clinical interaction data base, who has agreed to answer questions at stand J9.

A home management area provides information on prescriptions for patients registered in various nursing or residential homes over any selected time. The drug file carries up to five BNF warnings, three re-

order codes and a pre-code identification for rapid searching. An "owing labels management" lists drugs owing on previous prescriptions or prints labels for dispensing.

The hardware is based on a high speed 286 PC computer with 40MB hard disk. The machine can be expanded to incorporate future technology and all popular PC packages can be run on the system.

The price of £2,500 (after NPA rebate) plus VAT includes computer, printer, all cables, manuals, software, full installation and training. The system is covered by a fully comprehensive maintenance service, which includes updating the drug file with new products and price changes monthly at no extra cost. Finance facilities are offered. Tel: 051-298 2233.

Other computer companies at Chemex include: Chemtec Systems Ltd (Stand L15) who offer the Alchemist 2000.

£29.50* per week could save your business.

This is the affordable cost of Pharmacy's foremost EPoS system from Fairscan, that could save you lost profit

save you overbuying

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In fact could save you more than it costs!

Fairscan Business Master EPoS systems can now supply the answer whether you are a small independent pharmacy or multiple group.

There's no better time to save your business. contact Fairscan on 0703 283222

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*This cost is for a single till pharmacy, over five years using the Fairscan Rental Plan. Other options will vary this figure



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BUSINESS MASTER

PHARMACY SYSTEMS

Computers on the move

Some advice on choosing a laptop from Amit Matalia, director, Alpha-Tek Associates, who are launching a new portable at Chemex.

Mobile PCs are rapidly growing in popularity because they are as powerful as conventional desk top computers, they occupy much less space and, because they are portable, the same computer can be used at work and at home. They also cost little more than desk-tops.

A mobile computer should have a screen display with the desirable qualities of a full-sized monitor, ie it should be flicker free, have a similar aspect ratio (the ratio of the height to width, normally 4:3), be large enough so the text is clear and be visible under a wide range of lighting conditions and angles.

The two most common types are liquid crystal display (LCD) and gas plasma display (GPD). Colour displays are available on LCD technology (at a high cost), but not on GPD computers, nor can non-colour LCD displays be upgraded to colour.

Laptops have different graphics displays. Colour graphics adaptor (CGA) characters comprise dot formations which tend to flicker, whereas enhanced graphics adaptor (EGA) has an excellent graphics capability coupled with a very readable character set. The video graphics adapted (VGA) standard is even better. You should opt for at least an EGA display otherwise you may not be able to run a whole range of graphics-dependent software packages.

In addition many LCD and GPD laptops, simulate colour via grey scales, displaying a picture in various shades, thereby enhancing the display. CGA displays rarely offer grey scales.

When comparing LCD and GPD portable computers a number of the following points should be noted:

LCD technology, by computer standards, is rather slow at switching the dots that make up the screen image. This results in smearing of text as it scrolls up the screen, so it is often difficult to view fast-moving graphics. An inherent problem with LCD technology is that it does not emit light so LCD displays rely on ambient light creating enough contrast between the background and text to make it readable. This is somewhat overcome by the use of fluorescent white back-lights. This enhances the contrast ratio, but drains the battery. There is one further problem in that the eye-line has to be perpendicular to the screen in order to see a clear image.

By comparison GPD screens are visible from a wide range of angles, so the positioning of the computer and onlookers is not critical. As GPD emit light they can be used in low lighting conditions. However, the contrast ratio is not as high as modern LCD back-light machines. There is not much contrast between the background and foreground text as the background is seldom black, but glows orange. Although GPD respond quicker than LCD the screens are heavier, making the computers heavier. They also consume much more power and rarely have battery power.

When deciding whether to opt for a GPD or LCD portable computer you must first

decide what is the most important criterion — is it clarity of display or is it battery power?

If it is battery power then you should opt for an LCD display but if it is display then you should opt for a GPD laptop.

As a guide, pharmacists who wish to use laptops in a dispensary may prefer a GPD since battery power is not a necessity and the positioning of the eye is not critical in order to see a clear image. For sales reps, LCD is probably the better option. The advantages of battery power means that the machine can be used in a car before visits and on-site without having to request use of a mains supply.

Venus debut

Alpha-Tek Associates personal communications division APC will be exhibiting the Venus range of Japanese laptop computers, with the debut of a notebook-sized 286/16MZ VGA LCD model.

Just as cellular telephones revolutionised mobile communications, so the Venus range could become the standard tool of the mobile executive, locum pharmacists and pharmacist managers, say Alpha-Tek Associates. "Venus enables you to take your office and pharmacy data with you anywhere in the world," explains pharmacist director Amit Matalia.



The Venus 16-bit series crams the power of an 80286 processor based on a 40MB hard disk PC/AT into a lightweight unit with EGA graphics and 25ms hard disk access time. With the universal MS-DOS operating system, Venus gives access to a worldwide library of sophisticated software programs, including PMR software.

The VLA 40 has an LCD screen, weighs 5.3kg and runs for three hours without recharging the battery. The VPA 40 has a gas plasma screen and weighs 6.8kg. Both fit into a briefcase or the optional canvas shoulder bag.

Prices have been cut and range from £1,499. Alpha-Tek will offer 12 months free on-site warranty, with options to extend to three or five years, and a free carry case with orders taken at Chemex. The company will also be showing a range of desk-top computers which have free two-year on-site warranties and freephone technical support from 9am-8pm, Mondays to Fridays, 9am-6pm Saturdays. A range of other computers, printers and fax machines will be available at discounted prices and there will be discounted business software (not PMR software). Visitors to **stand S10** can enter a free draw for a bottle of champagne.

APC personnel include a number of pharmacy and computer science graduates who are aware of trends in the national computer market and how they relate to pharmacy. Tel: 0203 416970.

Meeting a demand

Although a comparative newcomer to the market, the Hadley Hutt PMR system is fast establishing a reputation as an invaluable aid to the hard-pressed pharmacist looking to improve his service to patients.

Pharmacists who have had PILLS installed say it is unrivalled in creating growth — now up to 30 per cent in some instances — in the number of prescriptions dispensed. "Once the public knew we had the system that automatically issues the PILLS information leaflets, our dispensing rate has increased very significantly," reports one very satisfied customer.

In addition to producing leaflets and maintaining patient medication records, the system offers a comprehensive package providing interactions alert and stock control and it comes with the guarantee of a gilt-edged after-sales service and maintenance arrangement.

Effective and efficient

In his review of all the systems on the market (published in the *Chemist & Druggist* of August 4), Dr Barry Strickland-Hodge, recognised as the foremost expert on computers in pharmacy, describes PILLS as "sophisticated, effective and efficient...founded on solid pharmacy lines."

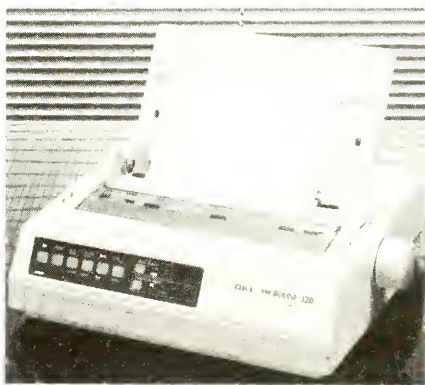
One of the key advantages of PILLS is that (as Dr Strickland-Hodge points out) it is designed by pharmacists for pharmacists. It also offers what he underlines as a "unique feature" in the quality of the content of the leaflets which are "generally well received by pharmacists, patients and GPs."

This is a specially satisfying response for partners Mike Hadley and Robert Hutt who had long-anticipated the recent survey which showed that

94% of patients are keen to have more information about prescribed drugs.

PILLS also has the approval of the NPA. In its recommendation, the association says: "Members looking for the latest, state-of-the-art computer labelling system will not regret sending off for further information about this latest system."

Encouraged by rapidly-increasing sales, Hadley Hutt has now moved into new purpose-built premises and has a team led by four pharmacists. This means the company can meet customer demands even more efficiently than before.



The OKI Microline 320 Elite will print standard-size labels in three seconds and the special features include a very accurate register to prevent over-lap on pre-printed labels.

Labels in three seconds

PILLS — "Sophisticated, effective and efficient...founded on solid pharmacy lines...designed by pharmacists for pharmacists" Dr Barry Strickland-Hodge.



The OKILASER 400 prints eight times faster than normal printers and has a full range of sharper, neater typefaces that will give a fully-professional look to leaflets.

PILLS...

IT'S THE
BOTTLE
THAT COUNTS

If you've got the bottle, we can help you produce the label to enhance your pharmacy's image with the discerning public. Our system uses the top-of-the-range Oki printer which, with our unique software, can produce the neatest and clearest instructions you'll ever see on a medicine bottle. Add to that the fast-production of the increasingly-popular information leaflets and you can see why PILLS is No 1 in the computer ratings.

With our package also come the answers to other pharmacy management problems. If offers:-

Patient Records
Interactions Alert
Labels
Leafllets
Stock Controls



You don't have to take our word for it. Take the advice of the NPA which, in its recommendation says: "Members looking for the latest, state-of-the-art computer labelling system will not regret sending off for further information about this latest system."

Because we have now moved into new purpose-built premises and have a team led by four pharmacists, we can meet customer demands even more efficiently than before. Why not put our claims to the test? Let us install the easy-to-use system in your pharmacy at your convenience...and see what it does to your business.

It will prove that you have bottle.

We will show our confidence by also offering a comprehensive service and maintenance arrangement that includes an instant helpline.

Hadley Hutt
COMPUTING LTD

Nunn's Corner, Sandy Lane,
Stourport-on-Severn
Worcestershire DY13 9QB.
Telephone: 0299 827826
Fax: 0299 827393

EPOS backed with prizes

Simple Software Solutions are launching their new EPOS system for pharmacies.

Named EPOS 2000, the system is based around Casio tills, an IBM PC compatible computer and comprehensive software to control and report on all aspects of sales.

EPOS 2000 can be installed into a single till shop, or a multi till, multi shop chemist by SSS's fully trained consultants, who will identify the most effective EPOS 2000 configuration for each individual pharmacist.

EPOS 2000 complements SSS's existing range of pharmacy computer systems which includes the dispensary PMR/labelling system (an enhanced version to be released at Chemex) and the Warehouse, a complete business solution for wholesalers or multiples.

SSS will have comprehensive demonstration facilities for all their systems on **stand P22** and will be pleased to pre-book convenient demonstration times for anyone who contacts them prior to the exhibition.

Any company placing an order for over £2,000 on the stand will be eligible for the "SSS new customer" draw where the prize will be a weekend for two in Paris or holiday vouchers to the value of £500. Everyone visiting the SSS stand will be eligible for a prize draw, where the first prize will be a crate of champagne and the second prize a magnum of champagne. For information contact Tom Attwood on 0384 397477.

System 4 update

S. Calvert Computer Supplies are planning to start supplying their new System Four labelling and PMR program (version 6) at Chemex. Present System Four users will be offered an update before the show.

The System Four program provides the full requirements for producing prescription labels and can store up to 32,500 patient file with up to 260,000 items, depending on the size of the hard disk drive, full BNF warnings while allowing the user to select the quality, size and style of the text used for each item on the label. The program gives drug interactions, both on a drug to drug basis and on a patient sensitivity to drug basis, and will report where drugs are blacklisted, controlled, or have been confused with other preparations. It can store a stock usage report, which can be set

to different time scales, and allows the storage of all items owed in the pharmacy. Also included will be the ability to print record cards for use with Nomad.

The initial price of £159 includes the cost of the program including the above facilities, free unlimited help line service and a free 28 day sale or return offer. Program updates are provided free to users who have had the system for less than four months, but a cost of £15 + vat might be chargeable to users who have had the system longer. Tel: 0532 484746. **Stand S16 (NPA Village).**

An AAH debut

Interlink, the comprehensive drug interaction and drug data compendium software program designed for use on the Link 2+ Panasonic hard disk model, will be making its Chemex debut.

The prototype was shown at last year's show and the final version includes many enhancements and new features, many of which were introduced in response to advice from the Link Pharmacists Forum, a team of four independent community pharmacists with a special interest in pharmacy computing. Two members will be present on the AAH stands **G9 and H9**.

Besides labelling, Link 2+ offers a comprehensive PMR software package, the ability to include Interlink drug interaction and drug data compendium software, free software up-dates, free order transmission, invoicing, statements and price amendments, tape streamer back-up facility, a telephone advisory service operating six days a week and free training.

The cost of purchasing the software, hardware and modem is £2,050. Maintenance rates start at £136 for one year for Link 2+ and £252 for Link 2+ with tape streamer. Maintenance services operate eight hours a day, Monday to Friday. The running fee for the drug interaction

program, which includes a series of software updates each year, detailing new drugs and new interactions, is £150 plus VAT per annum. A tape streamer back up tape facility is available for £378. Tel: 051 4865921.

Free updates

Customers placing an order for PILLS and making payment at Chemex will receive free software updates for the next 12 months.

In addition to labelling, PILLS offers complete patient medication records with many extra features including drug interactions, automatic stock control and ordering, reminders, nursing home reports and drug allergies.

PILLS is the only PMR system which produces patient information leaflets at the same time as labelling. This is simply achieved by the addition of a second printer, usually a fast laser printer.

As PILLS runs on a PC286 with 40MB hard disc there is plenty of room for expansion. No extra charge is made for improvements or developments; these are updated onto the user's system with the monthly software updates, providing the software contract has been taken out.

The complete labelling system costs £3,295 (£2,965 after NPA rebate) and additional leaflet printer £1,149 (£1,034). Annual maintenance is £125 for software, leaflet, and data updates and £186 for computer and printer hardware while the Oki laser printer is free for the first 12 months then £125. All prices are exclusive of VAT but subject to 10 per cent NPA rebate where applicable.

Software support can be obtained over the telephone from 8.30am-6.30pm on weekdays (until 9pm in emergencies) and from 11am-1pm on Sundays and Bank Holidays. The hardware maintenance contract guarantees help within 24 hours. Tel: 0299 827826. **Stand S12 (NPA village).**

John Richardson offers...

John Richardson Computers, patient record systems offer drug interaction checks for over 17,000 products. Labels indicate the drugs involved, outline the effects and dangers, and advise what action to take. Advisory or drug information labels also advise when and how to counsel the patient and when to consult the prescriber.

Three months usage information relating to any manufacturer can be printed out to

provide a basis for discount buying. There are also reports to indicate slow moving items to minimise dead stock.

Orders can be entered manually, or the computer can order while labelling, replacing everything dispensed. Goods can be ordered automatically if stock levels fall below a computer generated level and

stock levels can be updated automatically after deliveries. Other facilities include nursing home reports and generic/proprietary linking. All systems are now supplied with a 40MB hard disk as standard.

The Sanyo Coversure feature includes updates, eight-hour call out service, free ribbons, upgrade allowances, telephone help line and replacement in the event of accidental damage, fire and theft. Tel: 0772 323763. **Stand D14, E17.**



The NEW Park PMR

WITH THE MOST COMPREHENSIVE DRUG INTERACTION ALERT

PARK SYSTEMS - THE FIRST CHOICE IN PHARMACY
COMPUTERISED LABELLING

SUPPLIERS OF PMR SOFTWARE TO BOOTS

SEE IT AT CHEMEX and meet Dr. David Mottram,
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SEPT 23/24
STAND
J9

EPoS for single pharmacies

Fairscan are bringing the benefits of EPoS to independents with the Chemex launch of a system designed for single pharmacies.

The system comprises a till containing the computer, a small integral visual display unit and a hand-held bar code reader. OTC sales are recorded by touching the bar code with the scanner; the items are priced automatically and listed on the screen and customer's receipt. Products without bar codes can be keyed in by hand and other regular items such as prescription charges can be allocated their own key on the till.

The system can be used for making detailed analyses of sales, for stock-taking and year-end accounts, and for automatic ordering to wholesalers or direct to companies. It can also be linked to Fairscan's PMR system to record OTC medicine purchases and to tell counter-prescribing pharmacists which dispensed medicines the patient is taking.

The capital cost is £4,500 which includes two years hardware maintenance, system support help desk, program updates, and a weekly update disk. Alternatively all this may be rented through the Fairscan rental plan at £29.50 a week for five years, after which the buy out cost is less than £100.

There are several benefits of EPoS, according to Colin Bell, Fairscan's managing director. Unlike electronic cash registers, the EPoS till records every product sold and

can alert the user when stock falls below a certain level. The average pharmacy holds 13 weeks stock of OTC lines, says Mr Bell, and some of the pharmacies which are already using the Fairscan EPoS system for multiples have been able to halve this amount, releasing capital for other uses.

Secondly, an EPoS system can increase sales by preventing out-of-stocks and by identifying the fastest-moving goods. By knowing which are the most popular lines, the pharmacist can remerchandise and improve turnover while still providing a service for customers with special needs.

Thirdly, EPoS gives better control over prices. Each week, users of the Fairscan system receive a diskette version of the C&D weekly Price List supplement which identifies price changes.

Finally, EPoS can improve security by preventing intentional or accidental under-ringing at the till and by enabling stock losses due to theft to be more easily traced.

"The use of EPoS is obviously cost effective for a lot of businesses," says Mr Bell, "but, pharmacists often ask, at what point? They wonder if their pharmacy is too small to take advantage of it. The short answer is that if their counter sales exceed £80,000 a year, they are likely to benefit."

To help them decide, Fairscan have devised a cost-effectiveness calculator with which potential users can work out their own possible savings. This leaflet will be available at the Chemex stand.

Fairscan run EPoS, labelling and patient records all on one computer so that if a pharmacist with EPoS decides at a later date to take the PMR system, all he needs to buy

is the software. Several jobs can be done concurrently, for example, an OTC sale can be recorded, a medicine label written and information on the week's toothpaste sales obtained all at the same time.

The company prides itself on its follow-up service and user training. The help line is manned from 8.30am-6pm on Monday to Friday and on weekends and bank holidays a member of staff is contactable by telephone.

Also on display at Chemex will be Fairscan's PMR system, the EPoS system for multiples and the recently-introduced group pharmacy stock transfer system. Tel: 0703 283222. **Stand C1.**

Free software

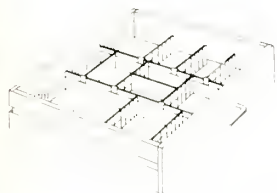
Channel Business Systems have a special offer of free Charm dispensary software (labelling, PMR and counselling) for all purchasers of a retail system who order before or at Chemex. The offer also extends to purchasers of the dispensary system who then buy a retail system within two years.

Charm is multi-user, ie only one computer is needed to support all the pharmacy functions. Any number of labelling and counselling terminals can be supported, all using and updating the same PMR file. The PMR can be accessed through the tills and records updated with details of OTC medicines. Charm is also suitable for multiple branches. A system comprising a computer, one till and stock manager can cost as little as £4,000. Tel: 0403 210808. **Stand P27.**



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ON
STAND E7



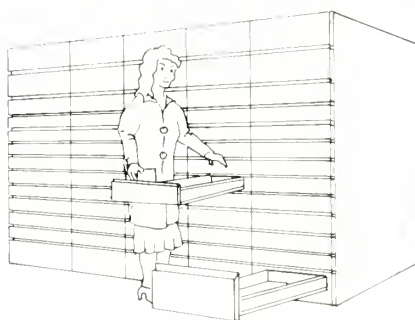
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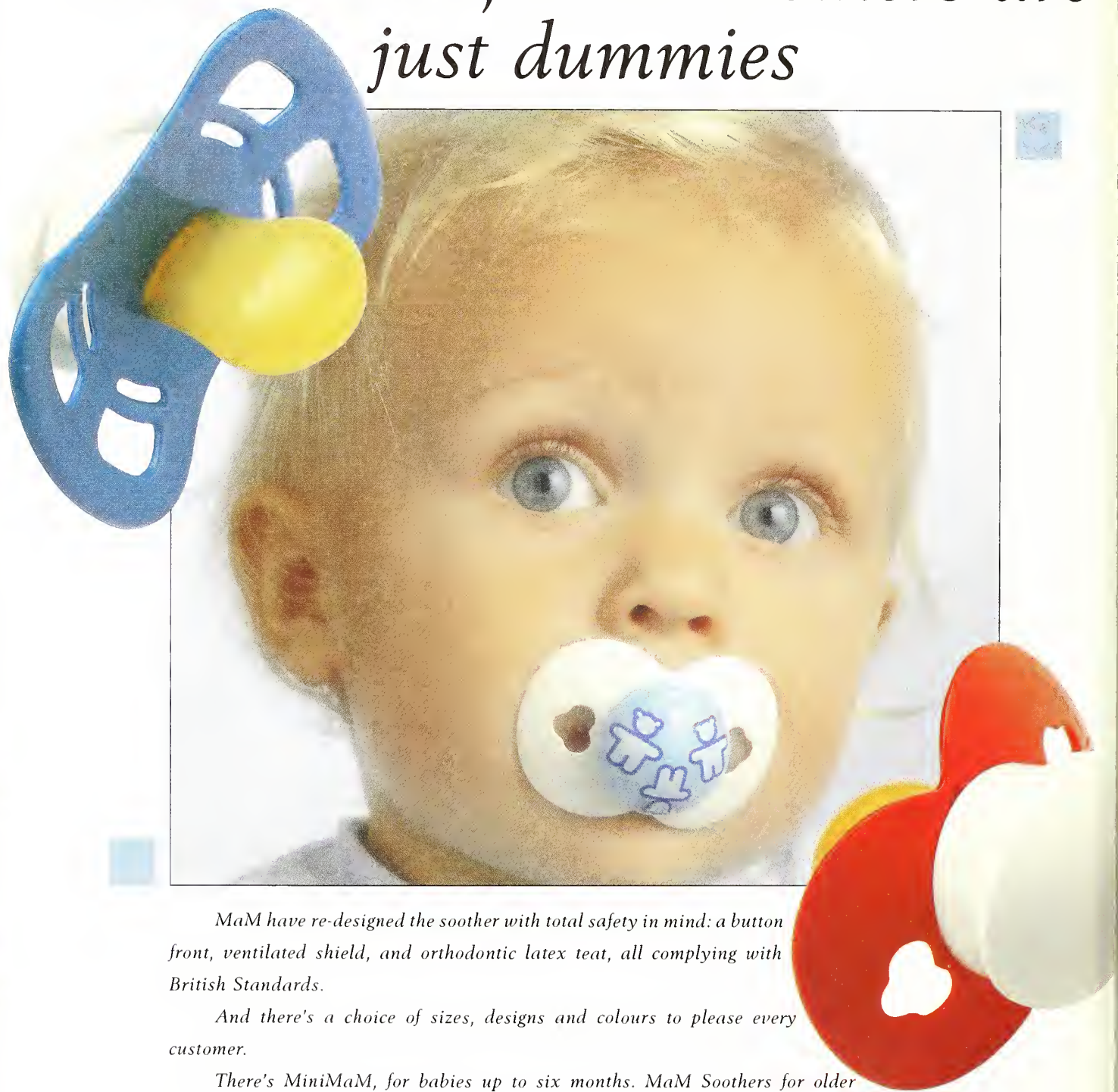


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The new MaM Soothers. Next to ours, other soothers are just dummies



MaM have re-designed the soother with total safety in mind: a button front, ventilated shield, and orthodontic latex teat, all complying with British Standards.

And there's a choice of sizes, designs and colours to please every customer.

There's MiniMaM, for babies up to six months. MaM Soothers for older babies. And Designer MaM and MiniMaM, for fashion-conscious mums. In their transparent storage boxes and high quality display skillets, they look bright, new and very different.

Ask your wholesaler about the new MaM Soother range. We think you'll take to it very happily.



MAM®



European companies make their mark

Overseas companies are increasingly using Chemex as a launch platform for their products

There is a strong European element at this year's Chemex '90, with companies from Germany, Italy, France, Denmark and Ireland being represented.

Chemex '90 is becoming internationally known as the showcase for new products and services in the retail pharmaceutical and beauty industries. Overseas companies are increasingly using Chemex as a platform to announce their latest developments to a rapidly expanding European market.

An international leader within the skin care and wound management market, the Beiersdorf Group is being represented by Beiersdorf UK Ltd Medipharm division, the UK subsidiary.

The group was founded in Hamburg over 100 years ago and its founder, pharmacist Paul Beiersdorf, developed and patented the first adhesive-coated plasters. The Medipharm division operates from a five-acre site in Milton Keynes which is expanding in line with new product introductions and business development. New products planned for Chemex '90 include Articare cooling first aid products which are particularly suitable for sports injuries, and a herbal heat plaster.

Another West German company bringing its expertise to Chemex is Huwil-Werke GmbH who will be exhibiting a range of OPD drawers for pharmacies.

Shopfittings from Austria

From neighbouring Austria, H&H Systems offer flexible divider systems for drawers, shelves and fridges. The system was devised by two Austrian pharmacists, Horst and Heimo Hrovat, for their pharmacy at Bad Ischl. The system was so successful it was patented and sold throughout Europe using a pharmacist as the agent in each country. In the UK, the agency is run by Martin Bennett of Associated Chemists in Sheffield, and the system has become widely renowned with many parts being adopted by shopfitting companies for other specifications.

David Jesson Group are agents for the Flabeg Lionesse collection, a range of mirrors and toiletries and haircare products including over 100 brushes. Chemex will see the introduction of a new Autumn/Christmas collection entitled Calypso. Flabeg GmbH are part of the UK Pilkington Group and export to over 80 countries.

Savegreen are the sole UK distributor for three ranges of quality retail beauty accessories — Giorgio Janeke, an Italian designer range of co-ordinated toiletry accessories; Buco German designer hair accessories, and Carl Everts.

Another haircare specialist previewing new Autumn and Winter collections at Chemex are German manufacturers, Zenner.

And Masterspare, a Danish company, will be exhibiting their range of copper impregnated supports for the relief of aches and pains.

Finally, the Irish Export Board is organising the participation of five Irish companies; Athlone Laboratories, who have recently completed a major expansion increasing their tablet manufacturing capacity by over 200 per cent; Clonmel Chemicals, who have been in operation since 1970 and will show generic antibiotics; Ovelle Ltd, who have been in operation since 1934 and specialise in dermatologicals; Pinewood who specialise in advanced sugar-free formulations in liquid and suspension forms; and Rima who manufacture a range of generic and OTC pharmaceuticals for the UK and other export markets. The company has over 120 presentations available for the UK market and 140 for other markets.

Further details of individual company's products can be found elsewhere in this issue.

AUTUMN selections



See
The
LADY JAYNE
AUTUMN
SELECTION
on STAND B3
CHEMEX '90

Lady Jayne

Laughton & Sons
Warstock Road, Birmingham.
Tel: 021-474 5201

From the first name in Minilab technology

comes the new faster 2010



KIS

If you thought offering your own film service was impossible because you haven't got the room, the capital or the staff to operate it, the incredible new KIS Micro 2010 will make you think again.

Consider its vital statistics.

So small it occupies a space no more than 3ft x 3ft and can be operated in a space as little as 10ft x 10ft!

The amazing new KIS Micro 2010 processes over 150 films in an 8 hour day.

So easy to site because it doesn't need plumbing and the chemistry is automatically replenished.

So user-friendly because its advanced automation and failsafe systems mean your existing staff can operate it with minimal training.

The added profitability will ensure it quickly pays for itself.

If you want every inch of shop space to pay its way and be able to offer customers a one hour film service, you need to find out more about the new state-of-the-art Micro 2010. Pick up the phone and talk to Vincent Codrington on 071-221 3695 at Quick Pics Ltd., 141-163 Freston Road, London W10 6TH.

**Turn 3ft x 3ft of shop space into
£3,000* a month net profit**

*Figure based on throughput of 60 films per day allowing for chemical and paper usage and running costs as well as leasing over 3 years.

**See the Sensational
NEW KIS MICRO 2010
on STAND P13 CHEMEX 90 Olympia**

Distributors aim to make an impact

Numark's appearance this year means that the "big three" pharmaceutical distributors will be present at Chemex for the first time.

Numark say this last year has seen dramatic changes to the structure of the organisation and a greatly improved service.

These changes include, the creation of a National Retail Advisory Board and working parties to cover such areas as information technology, EPoS and the development of the Numark own brand. Numark believe these developments will ensure that members are well equipped to handle the retail challenges of the 1990s — a decade in which the emphasis will increasingly be on pharmacy as health care retailing.

Throughout the two days of the exhibition, their **stand E31** will be manned by members of the team from their brand new offices in Tamworth. There will also be representatives from each of the 15 wholesale companies which make up the Numark national network.

Numark will be running four special draws on their stand, all of which will be drawn at the end of the exhibition. Numark

pharmacists who place orders for either Numark or Nucross products — any products, any quantity — become eligible for the first draw, the prize for which is a case each of every Numark/Nucross product in the range, merchandised and delivered free. That amounts to over 300 products with a combined retail selling price of over £3,000.

The second draw is for Numark pharmacists' assistants. In return for completing a simple questionnaire, they stand the chance of winning a UK weekend Bargain Break for two.

The other two draws are open to all Numark pharmacists who visit the stand, and are free to enter. The prize for one is a free ticket to the Numark 1991 International Convention — an all expenses paid trip to an exotic (but as yet undisclosed!) location with the Numark party in Spring 1991. In addition, there will be a £50 discount for every 1991 Numark

Convention booking made at Chemex '90.

The prize for the fourth draw is a subsidised shop re-fit to the value of £5,000, carried out by Numark's recommended shop fitting company.

Unichem

Unichem have taken an even larger amount of floor space than last year and promise that their **stand B9** will be packed with special promotions and offers. New product launches are also in the pipeline, but no details are being released at this stage.

David Walker, Unichem's director responsible for the company's presence, says he was delighted with the response received at last year's Chemex.

"At times you could hardly move, the stand was so busy," he said. "We are planning even more exciting and exclusive events for this year year, so the extra space may still not be enough."

Natracare

For women who care about the environment

Kinder to Nature

100% non-chlorine bleached Sanpro range in attractively packaged recycled card includes:- **100% first grade cotton tampons** in both regular and super absorbencies, rayon-free. **Plastic-free Panty shields** for everyday use. Super, Regular and superabsorbent slender towels.

Caring women want the best for themselves and the environment. Now Natracare gives them just that. Each purchase contributes to a Fund for nature. Contact your wholesaler for supplies. Excellent P.O.S.

High quality, **Cruelty-free** baby toiletries for babies and discerning women. They are fragrance-free and mild for sensitive skins. Eye catching labels on recyclable PET bottles. Baby Bath 250ml, Shampoo 250ml biodegradable, Baby Lotion 250ml, Nappy Cream 95ml.



Bodywise (UK) Limited Tel: 0454 615500.

The Ginseng Lion strides on — Red Kooga boosts the market

Outright brand leader in the £9m ginseng health supplement sector, with a market share of almost 70 per cent, Red Kooga continues to move from strength to strength, boosted by an aggressive campaign of consumer advertising and promotions. Confirming ginseng's status as a legitimate natural medicine, which plays an important restorative role alongside modern chemical drugs, the brand sells strongly in the pharmaceutical trade, with independent and multiple pharmacies accounting for some 50 per cent of sales volume.

English Grains Healthcare can take particular credit for underpinning the healthcare credibility of ginseng and introducing its benefits to the mainstream market, thereby broadening its image away from that of a fringe product. Last year, the company sponsored a national radio tour by Oriental medicine expert Dr Stephen Fulder, initiated its largest ever consumer advertising campaign and engineered the most successful product sampling exercise ever, with *The Sun*.

This year, the campaign continues

apace, with a month-long series of on-air activities involving the national commercial radio station, Atlantic 252, and yet another *Sun* co-promotion, which featured a high profile roadside poster campaign that recorded literally millions of "opportunities to see". Planned next is a special reader offer for a 14-day capsule pack, to be featured in the leading women's magazine, *Woman's Own*, which should generate still further mass market interest in ginseng.

Despite the necessarily generic nature of its prolonged market awareness activity, English Grains Healthcare can point to remarkable consumer allegiance to their Red Kooga brand. Attested product quality, born of using only first-class Korean red "king" ginseng root, and distinctive packaging with proven shelf appeal, have helped establish Red Kooga among the top five best-selling defined supplements, while a recent in-pack survey revealed a gratifyingly high level of brand loyalty among ginseng users, from all walks of life.

The familiar Red Kooga mountain life symbol is carried on packs offering "panax ginseng" in a variety of forms and providing a number of attractive retail options for stockists. Red Kooga Ginseng tablets allow users to "see, taste and smell" the ginseng, in the traditional manner; Ginseng capsules are more convenient and easy to swallow; while Ginseng elixir provides the product in a pleasant-tasting liquid form. There is also Red Kooga multivitamins and minerals, which is a complementary supplement that is free from sugar and artificial additives. It is a strong brand family, which is expected to continue its domination throughout the 1990s.

Natracalm — the natural alternative

English Grains Healthcare's herbal tranquilliser, Natracalm, was developed principally for the pharmacy and represents one of a new generation of scientifically-formulated natural healthcare products. Among the first herbal medicines to gain a full Department of Health product licence, the brand is promoted as a safe, non-addictive alternative to prescribed chemical drugs and has earned unsolicited testimonials from former tranquilliser addicts.

Each Natracalm tablet contains the aqueous alcoholic extract of 500mg of *Passiflora incarnata*, which is

Jilly Johnson sets the pace for Red Kooga in mass market



acknowledged as highly effective for relieving anxiety, reducing nervous tension and aiding restful sleep. The species' efficacy is considered to result from the synergistic effect between its flavanoid compounds and other constituents.

The brand has already made major inroads into the £5m OTC tranquilliser market, claiming more than 20 per cent market share within eighteen months of its launch. This year, it has been boosted by a £750,000 consumer advertising campaign, comprising national tabloid newspapers, women's magazines, roadside posters and cross-track underground sites. EGH is also sponsoring a new stress information hotline, under the Natracalm banner; this features media personality Dr Michael van Straten and will be heavily promoted in the *Daily Mirror*.

Equally significant, in terms of prompting extra sales, has been the introduction of the 2-tablet handy pack, to complement the existing 48-tablet size. Neatly proportioned to slip into the handbag or pocket, the new pack emphasises Natracalm's role as a convenient anti-stress aid, which can be safely taken at any time; it also offers a low-price sampling opportunity for consumers.

As the debate on benzodiazepines continues, Natracalm presents a serious, natural alternative, which can be safely recommended and which has been claimed as ten times stronger than rival non-prescription products. Continually increasing sales suggest that the pharmaceutical profession regards it as a valid market addition and English Grains Healthcare are ensuring that pharmacy assistants are fully advised of the brand's healthcare role, by producing an informative leaflet that is available free on request.

The natural choice



English Grains Healthcare Stand L35, Chemex 90

Stocks of all our market-leader brands are available from leading wholesalers nationwide.

For further information write to Swains Park Industrial Estate, Park Road, Overseal, Burton on Trent DE12 6JT, or telephone 0283 221616.

Calcia — the supplements leader in calcium

Recording annual growth in the region of 40 per cent, Calcia is the established brand leader in the £3m calcium supplements market. With organisations such as the National Osteoporosis Society pressing for increases in the UK recommended daily allowances (RDA) of calcium, and calcium-rich foods like cheese and milk often lacking in modern weight-conscious diets, supplements such as this are seen as an important additional source of the bone-building mineral.

Providing calcium in a readily absorbed form, due to the additional presence of vitamin D, Calcia also contains vitamins B₁, B₂, B₆ and C, iron and other trace elements. The daily dosage provides 750mg of calcium, which exceeds the current standard RDA, yet falls in line with many recommendations for an intake of 800mg, for pregnant, nursing and post-menopausal women.

In addition to the 90-tablet resealable pack, stockists now have a further retail option, in the form of a blister-packed trial size, containing 12 tablets and an explanatory leaflet. This was introduced to enable consumers to sample the product, particularly its easy-to-swallow lozenge shape, and is offered with a free counter display unit, to encourage impulse purchases.

Another highly effective sampling exercise took the form of a consumer



promotion in *Woman's Own*, which generated a most healthy response among its readers and introduced the concept of calcium supplements to an audience of 3 million.

In a similar vein, English Grains Healthcare recently distributed Calcia sample packs to Britain's 15,000 midwives and health visitors, with a view to keeping this key audience fully informed of the product and its importance to their patients.

These and other promotional activities scheduled for later in the year should maintain Calcia at the forefront of the calcium supplements market and help to stimulate growth of the sector as a whole.

Chemex launch for Vitabites

English Grains Healthcare are to launch a new children's vitamins brand, Vitabites, at Chemex 90. Aimed at the 3-12 years age group and offering the Department of Health's recommended combination of vitamins A, C and D, the chewable tablets are expected to make a big impact on the £13.5m market sector and will receive heavyweight consumer advertising and promotional support.

Each colourful 60-tablet Vitabites pack, with child-resistant cap and tamper-evident seal, will include a mix of raspberry, apple, orange and lemon flavours in four appealing character shapes — Vitaboy, Vitagirl, Vitacat and Vitamouse. The tablets are sugar-free, contain no artificial colours, flavours or preservatives and offer the full recommended daily allowance of the three vitamins, in a one-a-day formulation.

Full details of the new brand and information about attractive introductory trade offers will be available on English Grains Healthcare's stand, at the exhibition.

Planning space for toiletries

Pharmacists visiting the Elida Gibbs' stand will be able to take advantage of a new computerised space management scheme.

The Spaceman system advises retailers how to position toiletry brands from all manufacturers and how much space to devote to each one, based on brand shares and area available for display.

Pharmacists will be able to take away some ready-made packages which can be amended to suit their individual needs, but because of the limited time available at the exhibition those wanting tailor-made services will be asked to leave names and addresses for plans to be posted on.

The chemists' share of the overall toiletries market has been, at best, stable during the '80s, with some sectors experiencing a slow decline. One particularly buoyant area, however, is skin care where the chemists' share remains at over 50 per cent, say Elida Gibbs.

Family purchase products such as toothpaste are now regarded by many consumers as a supermarket buy, although specialist brands such as Sensodyne still perform well through pharmacies. It is hoped that the relaunched Mentadent P will occupy and expand this specialist niche now it has a product licence. The pharmacy is considered more the place for "self-indulgent" purchases, which could explain

why skin care has held its own through these outlets.

"With our space management scheme we will give pharmacists the chance to identify their key markets and use their often limited space to their best advantage," says trade sector manager Ian Lemon. "Grocery multiples have become very sophisticated in this area and it probably accounts for much of their success in the '80s. We won't try to dictate to pharmacists which products they should stock, as each store is unique, but we can steer them in the right directions, based on our extensive knowledge of the toiletries markets. Our aim is to encourage pharmacists to focus their minds on the area and make them aware of market dynamics."

Chemex '90 is Elida Gibbs' second appearance at this exhibition and they have organised much more promotional activity than last year, says wholesale development manager Fred Wilding. "POS material will be available to take away, and product samples will be in abundance," he says. Giveaways and prizes include personal radios tuned to Capital Radio (currently being offered in a Timotei promotion), Denim umbrellas, Brut "cool bags", T-shirts, plus bum bags and hairdryers currently available as an on-pack offer with Harmony Colour.

Each visitor to the stand will register and receive an information pack containing company news and product literature to help communications with counter assistants. Pharmacists may place orders on the entire range but the promotional emphasis will be on Mentadent P toothpaste and toothbrushes, Timotei dandruff shampoo, Impulse's new Fresco variant and the new Lynx Java fragrance. There will also be a display of the company's "biggest and best" gift set range, while a further "heavyweight" attraction will be the presence on the Monday of Henry Cooper by courtesy of Brut, which Elida Gibbs acquired last year following the Unilever take-over of Faberge.

Sure is celebrating its 25th anniversary this year and visitors placing orders for the brand will receive a commemorative coffee mug which keeps the drink warm on the inside but feels cool on the outside. The visitors' pack will include the Heatwave handbook, launched recently to tell customers about deodorants.

Another highlight will be the chance to win a tropical holiday in a "spot-the-beachball" competition linked with orders (see insert in this week's C&D). The competition closes at the end of Chemex and those pharmacists bringing their entry form to stand D3 will have the chance to win extra prizes throughout the show.

Above all, the company regards Chemex as a chance to hear the views of its pharmacist customers. "We believe attendance at Chemex is a positive expression of our support and interest in this important sector of our business," says Mr Wilding. Tel: 071-486 1200.

SEE US AT CHEMEX '90 ON STAND A-14



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HOME NURSING PRODUCTS



SWIM CAPS

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NPA goes for village with suppliers

The National Pharmaceutical Association's display will take the form of a "village" with ten of the Association's recommended suppliers all under the same "roof".

The suppliers will have their own stands around the outside, while NPA staff will be present on the centre stand to advise on all aspects of the NPA's services, from business aids and pharmacy planning to finance and staff training. There will also be special Chemex prices on business aids. Having all the suppliers in one area will enable members to see who is NPA-recommended.

Companies exhibiting in the village will be Anglo European Health (cholesterol testing and blood pressure measuring equipment), S. Calvert (pharmacy computers), Canon (UK) Ltd (fax machines), Esselte Meto Ltd (price marking guns), Faylite Ltd (neon signs), Hadley Hutt Computing Ltd (PILLS system), Miles Ltd Ames division

(cholesterol testing), Precisa Balances Ltd (electronic tablet counters), and Ronco Sales Organisation (Kik steps). (See elsewhere in this issue for further information on some of these individual companies).

Appearing for the first time at Chemex will be the Proprietary Articles Trade Association, who will also form part of the village.

The NPA says that the practice leaflets being launched at Chemex are doubly attractive: firstly because the NPA can pass on the benefits of mass production (a full-colour leaflet of this quality would be expensive for members to commission locally). Secondly, by employing modern computer processing methods, each leaflet can be tailored to personal requirements. This means that names and qualifications of staff, opening hours and "how to get there" can all be included.

Up to 17 paragraphs can be inserted describing individual specialist services such as oxygen, trusses, pregnancy testing, nursing homes, syringe exchange, etc, in addition to the 16 standard paragraphs already printed on each leaflet to describe the services available from all pharmacies.

The village will be on the upper level of the National Hall. **Stands R10, 11, 12, 14, 16, 18, S12-16.**



Discover why there's a place for Potter's in your pharmacy ...at Chemex!

THE BIG SWING TOWARDS NATURAL AND HERBAL REMEDIES.

The increasing awareness of herbal medicine and natural remedies has presented retailers with more questions than they can answer.

Who can you turn to? May we suggest that Potter's, with over 175 years experience, can provide realistic advice and help on this fastest growing sector of medicine.

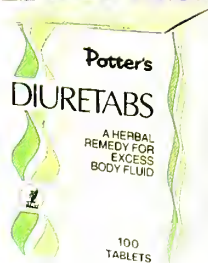
As Europe's leading manufacturer of all forms of licensed herbal medicine, Potter's also have the comprehensive range of products you need to satisfy your customers.



THE OLD WAYS BROUGHT UP TO DATE

Potter's hold a substantial number of product licences and manufacture a wide range of products. Our products are made and marketed under the provisions of the Medicines Act 1968; with the public's increasing concern for the safety and possible side effects of the treatments they use, it is reassuring to know that no Potter's product has ever been withdrawn.

Potter's really do offer a fresh approach to the ailments of today, naturally where a more gentle form of medication can be used. And with sound advice, considerable comfort can be given to customers with even more serious conditions. When your customers seek help, you can trust Potter's to provide the answers ... so make Potter's products have a place in your business.



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CHEMEX
ON STAND
C17



All you ever wanted to know about herbs and natural remedies in one comprehensive book - Potter's Cyclopaedia.

- An invaluable source of reference
- Latest edition - completely revised and rewritten by leading experts
- Clear, concise format makes everything easy to find
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Leyland Mill Lane, Wigan, Lancs. Tel: 0942 34761.

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at

CHEMEX '90

WIN A SUPERB LUXURY HAMPER

ALL TRADE VISITORS TO
OUR STAND CAN ENTER OUR
Free CONTEST WITH TWO
SUPERB HAMPERS ON OFFER
FOR EACH WINNER!



Pur tablewear and other babyware items from Jackel

A range of Pur tableware for babies makes its debut on Jackel International's stand.

The range comprises baby's first bowl with an easy-grip handle, a non-slip bowl and a non-slip trainer plate with catch-all rim. Each item has a pale blue airtight lid, a non-slip ring and is made from clear polymer which can be microwaved, steam-sterilised, frozen or boiled (£3.99).

Another first from Jackel is a steam steriliser under the Tommee Tippee label. Claimed to be the largest on the market, it holds six feeding bottles plus accessories (£34.99).

Walt Disney Bedtime Pal hot water bottle covers make a first appearance with Minnie, Mickey and Donald doubling up as cuddly toys (from £9.99). The baby changing travel bag returns in green and white striped polycotton; it has a detachable PVC changing mat and waterproof pockets for bottles etc (£13.49).

A new Tommee Tippee height chart is coated with a wipeable varnish, has two moveable pointers and measures up to five feet (£1.99).

Other Chemex launches are nine new lines in the Topsie-Tippee range of girls' hair accessories (£0.79), cooling and rattle teething (£1.49, £1.29 respectively), sausage dog and giraffe Squeakee Squeeze vinyls (£1.49), a weekday bib set based on "Monday's child" (£3.69), leapfrog feeders (£1.59 and £2.69), and new 125ml designer bottles featuring cars, hot air balloons and trains.

Jackel are also launching their Sunbrella '91 sunspecs range to include 50s-style diamanté-trimmed items. Tel: 091 2501864. Stand C27.

The new coin-operated Bodywatcher electronic scale from Bodyweigh stores weight details, calculates ideal bodyweights and predicts calorie intake necessary to achieve that bodyweight. When the customer revisits the shop and enters the PIN number, the scale recalls last weight, gives weight loss or gain, new target weight and updates required calorie intake.

The coin-operated Bioweigher enables customers to check their weight and predict their biorhythms at the same time by tapping in birthdate details. Tel: 0273 515310. Stand D25.

Direct Perception are introducing new low-priced reading glasses, including some retailing at £2.90. Tel: 081-5182685. Stand N13.



There will be an introductory offer on Weleda's top ten homeopathic medicines with a POR of 55 per cent; a free stock offer on Weleda's natural toothpastes and an offer on the new Calendula babyware range. There will also be a promotion on their Pharmacy only natural medicines. Tel: 0602 309319. Stand K21.

EPOC evening primrose oil will be the focal point on the Norgine stand, with information on the relaunched company and brand, a special exhibition bonus deal and a chance to win the golden opportunity competition. Tel: 0865 750717. Stand H28.

Special incentives from Peaudouce (UK) Ltd include a £10 voucher for anyone placing an order for nine cases or more of Ultra T disposable nappies. The company, which operates direct sales order processing links with Unichem, Vestric and SOT, will be taking transfer orders on stand L21. Tel: 0952 680044.

Robinsons baby foods will have free case offers on baby drinks. Company personnel will be on hand to talk about new developments in this area and

there will be a free prize draw. Tel: 0603 660166. Stand P5.

Beauty International will be giving deals on Henara and Fashion Style, exclusive to Chemex, on stand M3. Tel: 0491 33333.

Torbet Laboratories will be offering discounts on extra strong bronchial mixture and certain other products on stand M8. Tel: 0622 762269.

Ciba Consumer Pharmaceuticals will have bonus offers and prizes across their range of Winter medicines and there will be chance to see the recently-acquired Savlon brand in its new pack. Enclosed with this issue of C&D is a Ciba Chemex preview sheet to help pharmacists prepare their order before the exhibition. Tel: 0403 59466. Stand C31.

Panpharma Ltd will be offering a special bonus on every transfer order placed at Chemex. A special prize will also be available to one pharmacist — details on stand P16. A Panpharma crossword competition will be launched, with the draw being made the week beginning October 1. First prize is a lightweight luggage set and

A spot solution

Young Solution, a three-stage regime of antibacterial products formulated for young people aged 12-19, is to be launched at Chemex by Innox.

Believed to be the first British skincare range to list all ingredients on pack, Young Solution represents the first step towards similar labelling of all Innox products. The face wash, face lotion and protective cream came in 100ml "Bottles" featuring a flip-top cap. An introductory offer of three 30ml trial size bottles will retail at £3.95. Spot stick and gel deal with existing spots.

Innox are adding to their Active Life rejuvenating moisture system with a complete range of treatment products.

The range includes day moisture system, night moisture system, eye treatment cream, cooling eye gel, lip treatment cream and treatment foundation. Each product contains liposomes and the day moisture system, lip treatment cream and treatment foundation have added sunscreen.

The range is hypo-allergenic, fragrance-free and approved by dermatologists for sensitive skins. None of the new products has been tested on animals or contains any animal derivatives. Tel: 0323 641244. Stand F32.

second and third prizes are a lightweight overnight case. Samples will also be available on the stand. Tel: 081-561 8774.

Wassen International are offering a free 90 day pack with every merchandiser of Selenium-ACE, Magnesium-OK, Confiance and Sitosterol-B. Tel: 0372 379828. Stand G13.

Janssen are giving a bonus of 14 as 12 on orders for Inoven placed at the show. Pharmacists will also be invited to "Transform their lives with a dream weekend" by entering a prize draw running until December 14. Janssen will be testing pharmacists' reactions to Inoven with a questionnaire which will be entered in a champagne draw. Tel: 0235 772966. Stand P24.

Booker Nutritional Products will be announcing new ventures and promotions. Added value offers will be available on several brands including 14 for 12 on Potters catarrh pastilles. A bonus will be given on all direct orders placed at the exhibition, with special offers through Unichem and AAH. A free draw has a prize worth £250. Tel: 0932 336366. Stand M9.

New Inoven hits pain where it hurts. All over the country.



Following the successful test market, Inoven from Janssen Pharmacy Division is now available nationally, backed by a £6 million* advertising campaign including nationwide TV and posters.

New Inoven contains only Ibuprofen and is available in tamper evident packs

of 12, 24 and 48 caplets. New Inoven is exclusive to pharmacies so the profits are all yours.

It looks as though it's going to be a painless autumn.

For further information and details of the launch offer contact your Janssen

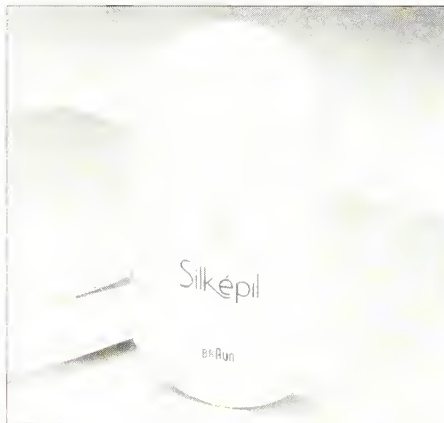
Pharmacy Division Representative or Janssen Pharmacy Division on 02357 72966, extn. 4418.

*(calendar equivalent) TM denotes trademark

INOVENTM
Ibuprofen 200mg
HITS PAIN WHERE IT HURTS

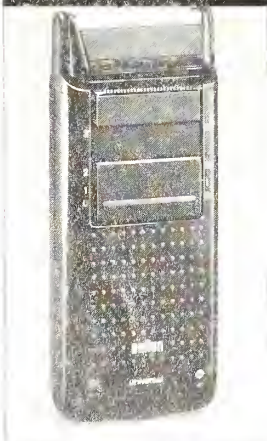
Visit Braun and Medielite

At Chemex 90 on Stand A10

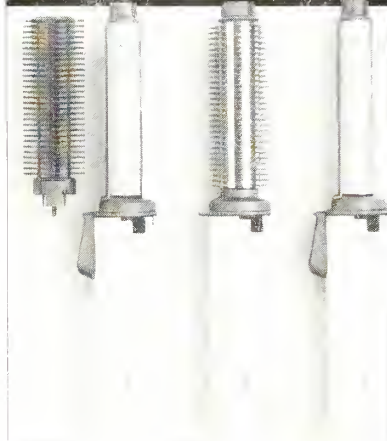


**See the full Braun range
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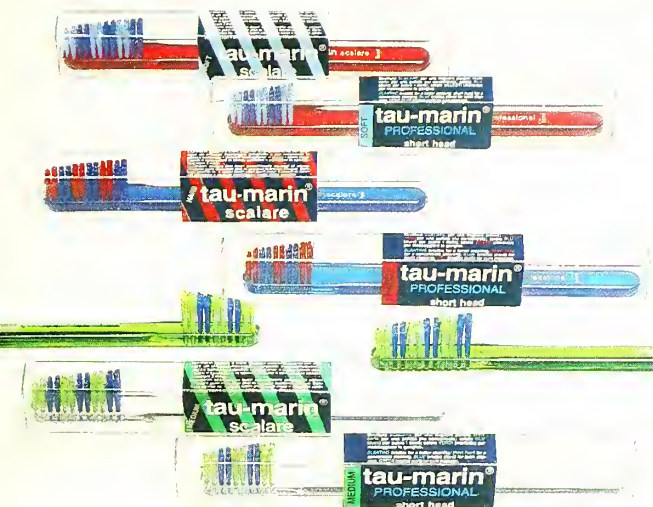
**One exclusive Braun
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Tooth care Italian-style

Chemex '90 has been chosen as the venue for the UK launch of tau-marin, Italy's leading brand of toothbrushes and oral hygiene products. Sold exclusively through pharmacies, the Tau-marin toothbrush range is said to have gained over 25 per cent of the Italian pharmacy market.

Following a successful pilot in London, the brand will now be marketed throughout the UK. Anyone placing an order during Chemex will be given introductory samples. Initiatives Link International, based in London, will have representatives at stand

M4 to brief pharmacists on the range and the research which lies behind it.

Tau-marin focusses on the important role of pharmacists in offering professional advice while providing a complete range of oral hygiene and dental care products for their customers.

The full range of products will be available, including toothbrushes and tooth gel, anti-tartar brushes and toothpaste, travel kits and dental floss (see C&D, July 28, p136), displayed in floor and counter racks. Tel: 071-376 7999.

'See new companies'

Chemex is the major UK showcase for pharmacy-related goods and services, so your visit should include those stands manned by companies you do not regularly see, say Sterling Health.

"They may have products or services you haven't heard of which might even solve problems you didn't know you had," explains trade marketing account manager Roger Beazer. "Sterling Health have a large salesforce calling regularly on most pharmacies, so there is a danger you might assume that there is nothing new we can say. We have steadily increased our profile within the exhibition because, when we visit you, the proper interruptions caused by dispensing, stock checking and answering queries from the general public, severely limit the number of priorities we can discuss".

Among the topics the company will be keen to discuss are overall trends in the OTC medicines

market and what pharmacists should display to maximise profit; Sterling Health's training and communication services including Educare and roadshows; and the hand-held computer for representatives. Pharmacists registering at the stand will receive a free gift. They may also place orders with special bonuses either on the day or, if they have registered, the next time the representative calls. Tel: 0483 65590. Stand F9.

Portasnore

Two new inflatable support cushions will be exhibited by Porta Products. The Portasnore fits round the neck and under the chin and is said to help prevent snoring. The Portacollar, available in three sizes, is designed to support the cervical spine.

The waterproof and hand-washable products fit into a pocket or handbag and are made from soft cotton/silk synthetic suede-like material which is allergy tested. All products can be printed with a company name or logo. Tel: 061 7920131. Stand N14.

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Introducing Dead Sea Magik, a brand new range of cosmetic products based on a beautifully simple idea. Every product in this high quality range which includes Bath Salts, Mud Face Mask, Exfolient, Moisturiser and Body Lotion is based on the unique combination of natural salts and minerals found only in the Dead Sea. Their beneficial effects on the skin have been known and widely used for thousands of years.

As your customers will soon discover, there's nothing better for beautiful, healthy looking skin.

To find out more about Dead Sea Magik contact: Finders International Ltd, 4 Ambassador House, Wolsley Road, Wealdstone, Middlesex HA3 5RT Telephone 081-861 6181

Hourly draws for Braun watches

All customers placing orders at Medielite stand A10 will be entered into an hourly draw for a Braun watch worth £29.95.

A free Braun hairdryer (PX 1200) will be given away with every ten Braun products ordered and a free Philips hairdryer (HP4333) for every 12 Philips products ordered at Chemex. All products will have promotional prices for orders taken at the show; there will be extra discounts on Kodak and Fuji films and special show prices on Duracell batteries.

Medielite specialise in distributing small electrical appliances and photographic products to pharmacies. Many of the companies whose products they distribute will be releasing new products and there will be details of the Christmas promotional activities of all the major manufacturers.

New products on show include a Braun mains and rechargeable shaver with pivoting action, twin foil head, Clairol Spirals heated styler, a compact Epilady and the new range of Philishaves. Tel: 081-998 8833.

Natracare comes to pharmacy

Body Wise will be using Chemex to introduce their Natracare feminine hygiene and babycare ranges to the pharmacy trade. The products have previously been sold to health food outlets, Waitrose and John Lewis plc.

Natracare non-chlorine bleached sanpro includes press-on towels in three absorbencies, plastic-free panty shields and 100 per cent cotton tampons in regular and super. Packaging uses only non-chlorine bleached, recycled card.

The babycare range comprises shampoo and baby bath (both biodegradable), lotion and nappy cream. All are mild, fragrance-free, use non-animal ingredients and have been produced and tested without cruelty to animals. The bottles are recyclable PET, with biodegradable caps. Each purchase contributes to the World Wide Fund for Nature. Tel: 0454 615500. Stand P28.

Overnight help for nails



Liberty Cosmetics will be launching the first transdermal conditioning nail patch, called Overnight Nail Miracle. The patches are claimed to bind protein and moisturisers into the

nail to help growth. A deluxe six-night treatment kit (£9.95) contains 60 patches for use over three consecutive nights and once a week for three weeks. Tel: 0565 54714. Stand N8.

For warmer hands and feet try Suba-seal

William Freeman are showing four new hot water bottles for the first time at Chemex.

The Suba-seal giant footmuff has a deep pocket incorporated into the side for placing in one's hands or feet. It is available in a choice of two covers, either brushed acrylic (£9) or acrylic fur fabric (£10). The cover prevents

the hot water bottle from coming into contact with bare flesh and can be removed easily for washing.

A Garfield junior, containing a cot-size bottle (£11.75), has joined the existing Garfield bottle and a white polar bear has been added to the Furry Friends range (£11). Tel: 0226 284081. Stand A14.



Footmuffs with deep pockets

Free locum vouchers

Clients making a locum booking with Provincial Pharmacy Locum Service at Chemex will be able to take advantage of a special offer of free agency-fee vouchers. The vouchers will be redeemable against locum cover arranged by the agency and will be available for both days of the exhibition.

Besides offering advice and information, the agency produces a bi-monthly magazine *The Locum*, publishing articles dealing with both practical and professional matters arising in the profession. The company also organises training seminars around the UK during which talks are given to both experienced locums and pre-registration graduates. Tel: 021-233 0708. Stand R4.

Two from Vitabiotics

Vitabiotics will be launching two new products. Motionil is a natural herbal tablet containing ginger, fennel and mango. It is recommended as a food supplement for travel sickness and as a carminative in pregnancy (30, £2.95).

Immunase is a combination of beta-carotene 15mg with other nutrients thought to be beneficial to the immune system, including cystine, methionine, selenium, copper, zinc, manganese, magnesium, vitamins C, E, B6, B2 and folic acid (60 capsules, £8.95).

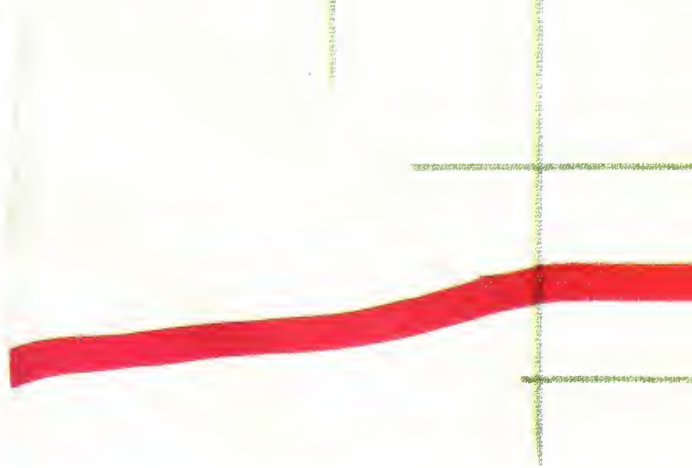
Vitabiotics will be offering a bonus of three free units on purchase of a dozen for Oralcer, Omega-H3 and Multiron. Tel: 081-903 5541. Stand K11.

Pil bonus

There will be special launch bonuses on Pil Mousse shampoo at Lake Pharmaceuticals' stand N6. Containing extract of millet, the shampoo (£6.55) joins Swiss-made Pil capsules for hair and nails. It is said to be well tolerated by the scalp and, while thoroughly cleansing, does not disturb the protective acid layer. It is intended for both men and women with thinning hair.

By offering a 40 per cent margin, Lake hope to change manufacturers' perceptions of the margins they recommend for OTC products in community pharmacy. Tel: 081-997 8247.

How chewing gum rapidly curtails two hour plaque acid attack



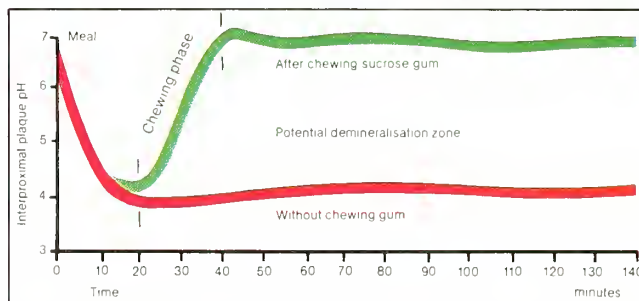
Most meals and snacks increase plaque acid production.^{1,2} Research shows that this acid threat may be prolonged and the new study demonstrates that two hours or more can elapse before acid in the interproximal sites is neutralised.³ And with five or six snacks a day being quite common, many patients' teeth may be at risk for long periods of the day.

The chewing of gum after eating triples salivary flow⁴ and delivers saliva throughout the mouth, reaching even interproximal sites where carbohydrates may be trapped.¹ As a result, acid is neutralised quickly and plaque pH is returned to, and maintained, at resting levels. There is wide acceptance of this benefit from Orbit sugar-free gum where restoration of plaque pH to resting levels is known to be rapid. Consequently, attention is now focusing on whether gums containing sucrose exert a similar benefit.

The new study using Doublemint chewing gum after meals shows that once the sucrose is chewed out (generally within minutes)⁴, the gum behaves in much the same way as sugar-

free gum, with acid neutralisation being completed within a 20 minute chew period.³

Interproximal plaque pH response to typical nutritionally balanced meal with and without sucrose chewing gum.³



Since most people chew a piece of gum for at least 20 minutes these early results suggest that whichever gum your patients elect to chew after eating, plaque acid can be neutralised much faster than by not chewing.

The new research data provides further support as to why the chewing of gum for 20 minutes after eating should be considered a valuable adjunct in maintaining good dental health.



Mavala unveil for Autumn

Mavala will be introducing their new shades for Autumn in the Mavalip and Mini colour collection, together with two new colours for the Formula 2000 range.

A new range of accessories will be on **stand H19**, including a new natural manicure kit, the repackaged buffer kit and nail polish corrector.

The Mavala Formula 2000 racing car will be making an appearance at this year's Chemex. Mavala have sponsored the car's driver, Jeff Gressell, for two successful seasons. Jeff, a full-time pharmacist at Foster and Plumptre, Scunthorpe, will be on hand to show visitors around the car and talk about his numerous wins. Tel: 0732 459412.

A first appearance

Recognising that a growing number of pharmacies are now stocking herbal remedies, Gerard House Ltd — one of the UK's leading manufacturers — are showing for the first time at Chemex.

Recently all 24 herbal remedies submitted by the company under the licensing review procedure were approved and now have full product licences. A selection of the 12 products expected to generate maximum sales in pharmacies will be featured on **stand M14**.

Gerard House will give special discounts on orders placed at the exhibition and will offer an introductory case containing six packs of each of six specially selected products. An A4-size double-sided display stand featuring six colour photos of the green and gold packs, with a brief description beneath each picture, can be used in-store, on shelves or in windows.

The company is also producing new informative labels, consumer advertisements, POS material and a full retailer training programme. Tel: 0202 434116.

Antartica benefits from Montagne Jeunesse

New Antartica Appeal Christmas gift sets will be on show on the Montagne Jeunesse stand. There are ten gift sets, priced between £1.99-£9.99. A deluxe set (£24.99) contains a large polar bear, raspberry bath seeds, coconut oil and rose hand lotion, peach glycerine soap, rose foam bath, passion fruit bath oil and new ylang ylang shower gel, packed in two large wicker baskets.

All funds from these gift sets will go to the seven charities of the Antartica Appeal: The Peter Scott

Memorial Appeal for Conservation, UK Wildlife Link, Long Term Research Institute, Whale and Dolphin Conservation Society, International Fund for Animal Welfare, Cousteau Society and the Antartica and Southern Ocean Coalition.

Montagne Jeunesse is claimed to be the leading "green" bodycare brand in the UK. All products are approved by the BUAV and Vegetarian Society, and most are suitable for vegans. **Stand L33. Tel: 0992 584221.**



Savegreen

Savegreen are sole UK distributors for three European range of beauty accessories and are taking three stands this year.

Highlights of the Italian Giorgio Janeke designer range will be the new hair accessory collections for Winter and the Chanel-style toiletry bags and mirrors in co-ordinating designs and colours (**Stand H23**).

Buco is a German designer hair accessory range from Bucchotz GmbH. On show on collection of Byzantine silk and velvet hair accessories, expected to be popular for the Christmas party season. More traditional

accessories are also available.

On the Carl Everts **Stand H27**, Savegreen will be running a 5 per cent discount on manicure collection boxes. Each box contains two sets of precision instruments, including 12 different types of scissors, six tweezers, four types of nail file, six toe and nail pliers and six corn handles with blades. Tel: 071-3333/4.

Chemex organisers MGB Exhibitions will be giving away £1,500 worth of free prizes to visitors. Every hour, on both days of the exhibition, there will be a free prize draw to win an Encyclopaedia Britannica atlas, worth around £70.

Creative Kodak

The Kodak exhibition will star Kodacolor Gold in the leading role and will reveal the latest promotion for the brand which is supported by a £6.5 million consumer advertising budget.

Also making its debut will be the new Kodak tray display unit, tailor-made for pharmacies.

The Kodak Create-a-print enlargement centre will be making a guest appearance. Pharmacists are invited to bring their favourite 35mm negative and try the machine, which delivers "top quality" prints in only five minutes, even cutting out unwanted parts of the picture.

In addition, there will be the Imaginative Visions system on which someone's head can be transposed onto the body of a famous personality, a caption written and the result printed onto a mug or T-shirt.

Kodak are exhibiting in conjunction with Sterling Health again, with a theme of "Professional partners." Tel: 0442 61122. **Stand F9.**

On offer from C&D

Once again Chemex sponsors *Chemist & Druggist* will make office facilities available at the exhibition.

For a small fee, exhibitors will be able to take advantage of the photocopying and fax services on our stand. These services were in constant demand last year.

Readers and advertisers will be welcome to discuss our many publishing activities, possibly over a cup of coffee. For the second year, C&D editorial staff will be producing a daily newspaper on the Sunday and Monday, so bring your news to **stand G3** on the Saturday and Sunday and see it in print a few hours later.

Copies of C&D, *Over the Counter* and reprints of the C&D training seminar papers will be available, together with the Chemex catalogue and C&D's special exhibition preview.

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A1 PHARMACEUTICAL, 7 STATION ROAD,
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ULTRA T SHAPE

KEEPS A BABY DRIER LONGER

Peaudouce (UK) Ltd., Halesfield 25, Halesfield,
Shropshire TF7 4TJ. Tel: 0952-680011.



Sports first aid from Articare



Articare, a new range of cooling first aid products particularly suitable for sports injuries, is being launched by Beiersdorf UK Ltd.

The range includes two products, one for immediate soothing of sports injuries and another for long-term relief from pain and swelling. Articare cold spray, which reduces local body heat, has been developed for on-the-spot use. The product was launched to hospitals in May as the first chlorofluorohydrocarbons (CFC)-free cooling spray in the UK (200ml can, £2.99).

Follow up application of Articare cold pack reusable can provide longer term relief of pain and helps to reduce swelling and

bruising in acute injuries. This 12x23cm cold compress pack is flexible to the body contours and remains cool for up to an hour when in use (£3.50).

Another product to be launched at Chemex is ABC herbal heat plaster to soothe chronic aches and pains. This soft elastic plaster is impregnated with two herbal extracts, arnica and capicum, which help to induce warmth.

The plaster is 14x22cm in size and can be cut smaller (£1.95).

Beiersdorf will be supplying Chemicards to retail pharmacists offering trial samples of the plaster, the Articare products and the Leuko range. Tel: 0908 211444. **Stand L29.**

Filter the Amber way

Amber filters can filter a litre of water for less than 1p, say Amber Water Services who are launching their range at Chemex.



There is a personal filter supplied with waterproof travelling bag and three different push-on rubber tap connectors, and a portable baby care filter which is said to provide for all baby needs for six months. A household filter, installed under the kitchen sink in a few minutes, comes complete with an individual drinking fountain to give constant filtered water at the kitchen sink. Finally, there is a whole house filter which is installed on the rising main.

The filters use granular activated carbon which achieves reductions of up to 95 per cent in chlorine and other organic pollutants such as pesticides, say Amber. Silver is bonded to the carbon to prevent build-up of bacteria.

The products will be demonstrated on **stand M6**. Tel: 0364 42033.

Xmas Romance or Relaxation

Two new Christmas coffrets will be launched by Aromatherapy Products Ltd (Tisserand Aromatherapy).

The Pure Romance collection contains sensual massage oil, sensual bath soak, vaporising ring, ylang ylang and peach kernel soap and an essential oil (£21). Pure Relaxation contains a relaxing massage lotion, relaxing bath soak, vaporising ring, lavender

and evening primrose soap and an essential oil (£19.50).

The company will be giving 10 per cent off all orders from new customers.

In addition, existing independent retail customers should bring their current order to **stand A24** when it will be entered into a draw to be processed free — up to a maximum of £2,000. Tel: 0273 412139.

Options for Fashion Girls



A self-selection mix and match pallet of cosmetics, all in one magnetic compact, is being launched on **stand N21**. Fashion Girl have joined with Beauty Options to offer a complete range of colour cosmetics all in one floor-standing unit 57in high and 30in wide.

On the new unit, 45 different eyeshadow, nine blusher and six face powder colourways in their individual magnetic "shoes" fit neatly into two sizes of compacts, to give almost limitless personal choice. The unit also comes with a full range of matching lipsticks, nail polishes, eye and lip pencils, mascara, foundation creams, concealers and ultracolor bronzing beads, plus eyeshadows, blushers and face powders in their own compacts.

Fashion Girl are also showing a new free-standing mini greenhouse fitted with a range of novel glycerine soaps ranging from boxes of orange and lemon lookalikes to hearts and flowers.

New gifts all under £8.99 include Kolors — four professional quality brush sets, with soft fluffy heads in scarlet (£1.99-£5.99); the floral brush collection with white spiral handles and pink and red roses in clear view packs (£4.99); the black and white collection — four gift ideas ranging from a box presentation of five cosmetic brushes (£2.99), to a travel gift pack with a large mirror and five different brushes in matching colours (£4.99); the Christmas range — three gifts from £4.95 for the two blusher brush set in scarlet and silver or purple, to the

ceramic-handled body brush in its own clear view gift pack (£8.99); the sports collection — three golf ball soaps in a clear view pack with tartan ribbon trim (£1.99), plus soaps on a rope soccer or tennis ball (£2.75); and finally Canterbury lavender — a co-ordinated range of eight home fragrance ideas from £0.99 for bulk pot pourri refresher bags to £3.99 for drawer liners and wardrobe sachets including matching greetings cards at £1.25, all packaged in regency striped lavender and gold. Tel: 091-268 2288.





VAX Innovation Ends Misery for Millions of Allergy Sufferers

As you would expect from the company that makes Britain's best selling vacuum cleaner, VAX are firmly at the forefront of innovation and technological advancement.

Research has shown that 1 in 5 people in the UK suffer from some form of allergic reaction, caused by the presence of household dust mite allergen, found in carpets, curtains, soft furnishings, bedding and even teddy bears.

Allerite from VAX is a breakthrough in effective control of harmful allergen.

When used regularly in the VAX 3-in-1 cleaner, Allerite – an environmentally safe

cleaning liquid – will drastically reduce and control harmful allergen levels by up to 95%. Allerite is also an efficient carpet and upholstery cleaner in its own right, perfect for use all around the home.

This previously untapped market of over 11 million people are potential customers of Allerite and VAX, and our lively advertising and promotional campaign is designed to reach a maximum audience.

Find out more about Allerite, ask for point-of-sale material and consumer leaflets.

ALLERITE and VAX – further proof of our commitment to innovation.



Scholl style on show

Scholl are introducing new styles of sandals for 1991 at Chemex, to capitalise on the expanding health footwear market.

Following the success of the new massage sandal this year, Scholl are offering new colours and styles. There is a slip-on mule design in classic white and additional colours indigo and mocha. A slingback style has also been introduced, suitable for casual daytime wear and available in bianca (white) and mimosa (pale yellow).

With high consumer interest in massage sandals, Scholl have included the contoured, bubbled insole in the towelling range in natural shades of ebony and honey.

The best-selling Soft-step range now includes styles in sand and grey. Black is included in the leatherlook low-heeled range.

Scholl say that support hosiery remains one of the growth sectors of the hosiery market, with Lite Legs one of the most popular ranges. Black continues to rise in popularity, so the company is

introducing a new colour, barely black, to the 15 denier range and soft black to the firm range.

A new winter insole, Thermal Gold, will be revealed for the first time at Chemex. Featuring a gold foil shield, the insole is designed to block out the cold and damp while an insulating foam layer retains heat. The top layer is made from natural lambswool for extra warmth and a cushioning foam layer is incorporated for comfort. Thermal Gold insoles have a three month guarantee and are available in a cut-to-size pack. They are slim enough to fit all footwear and will be available from the end of

September (£1.79; gross trade price 12 packs, £13.45).

The Odour Attackers range is being expanded to include Odour Attackers super absorbent foot powder and anti-perspirant foot spray (£1.59). The powder is said to be three times more effective than ordinary foot powders at keeping feet dry, and contains a deodorising ingredient.

The recently-launched, free-standing display stand will be on show, together with consumer leaflets — "Make the most of your legs" and "Getting your feet into healthy shape". Tel: 0582-482929. Stand F18.

Jenks give special deals

Jenks group will be exhibiting at Chemex for the first time. Special offers will be available on the many of the eight products they sell to pharmacies — Hermesetas, Pulmoll, Togs (for which Jenks take transfer orders for passing to wholesalers), Losalt, Bio-tex, Ragolds Velamints, Highland Mist and Celsius, which will be sampled from the Ford Escort XR3i Cabriolet display in the centre of the hall.

Jenks' presence on stand B22 heralds a major drive to develop more business in the chemist sector. Before deciding to target pharmacies, Jenks commissioned a report from a firm of consultants, which showed that the cost of the average salesman's call on an independent pharmacy ranges from £8-£26, revenue per call varies from £50-£174 and the order to call rate may vary from 40 per cent to 90 per cent. The strike rate averages just over 60 per cent with an average order expectation of £100+. Twenty companies were interviewed. More information on the report from Richard Onion. Tel: 0494 33456.

New look gifts from R&A



There will be 22 gifts for under £10.99 on Richards & Appleby's stand A18.

There are four new gift packs in the "green theme" Natural History collection (£1.95-£10.95), sales of which support the World Wide Fund for Nature. The packs comprise a skin care selection including cleanser, toner, moisturiser and soap; a toiletries pack of dusting powder and body milk; a basket filled with body massage oil, soap, shampoo and shower gel, plus a new presentation of the successful mini collection.

Wild bluebell (£0.99-£5.99) is the latest introduction to the Wild Flower collection comprises pleat-wrapped soaps, bath dew, bath pearls, perfumed talc, and hand and body lotions.

Victoria Plum now includes a 15ml water-based spray perfume (£1.99) and a new vanity case party pack with sparkling talc, perfume spray, glitter hair and body gel with pink puff (£4.99).

Blossom basket, Byron for men and Daen all have new looks. A new Byron gift set contains talc, soap on a rope, after-shave and shampoo. Tel: 0695 20111.

A1 prize

A1 Pharmaceuticals will give away a free bottle of champagne with orders over £300.

New lines include vitamin A lotion (£2.32) and a foam-type sling similar to that used by Prince Charles after his polo accident. The sling is said to be easier to use than the conventional triangular bandage. There will be bonuses of 15 as 12, together with discounts on other new products — gauze swabs, cervical collars and U100 syringes. Bonuses on Dentemp give a minimum 75 per cent on cost. Tel: 081-659 9496. Stand S7.

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finally found
a way to
improve it -
we altered
the packaging*

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NOW MELTUS IS AVAILABLE IN NEW ROUND BOTTLES WITH DISTINCTIVE SQUARE PACKS. BUT, REST ASSURED, ONE THING HASN'T CHANGED - THE EXCELLENT MARGIN MELTUS OFFERS YOU. SO STOCK UP NOW TO MAKE SURE THAT, ALONG WITH MELTUS, YOU'RE IN THE BEST POSSIBLE SHAPE FOR THE WINTER RUSH.



MELTUS
in the new square pack



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Zenner aim at UK market

Zenner, who claim to have one of Europe's most successful hair accessory brands, are now turning their attention to the UK market.

They offer some 500 "fashionable and functional hair accessories for women and children, at competitive prices." A special incentive to first time

buyers at Chemex will be a saving of £100 on the initial price of the hair accessory merchandiser normally £500.

Zenner will also be using Chemex to launch over 50 new products, including a selection of French clips, "scrunches" and headbands. Tel: 081-779 2155. Stand R2.

Quicker Pics

Quick Pics, the sole UK distributors of the KIS Faster 2010 and the KIS Micro 2002 Plus high speed photoprocessing machines, invite pharmacists to have their films processed free.

Only 16 minutes are necessary for the KIS Micro 2010 to process a 24-exposure film (processing, drying and printing). Quick Pics say that both the 2002 and the 2010 machines are versatile and can process all amateur films as well as 120 professional films, and can each process three rolls of 135 film simultaneously.

"With a sophisticated photoprocessing system and an operating space of 10ft x 10ft, the KIS Micro high speed photo-

processing machines are one of the most profit making units you can have on your premises," the company says. Tel: 071-221 3695. Stand P13

Bodycare in

Total Bodycare Ltd, a recently formed vitamin and mineral supplement manufacturer, are marking their Chemex debut with the launch of evening primrose oil in a one-capsule-a-day form.

The product will be supported by a 20 per cent extra free offer to consumers, while retailers are offered the special show price of £3.25 per 36 capsule pack plus a free prize draw for champagne. Tel: 081-997 8386. Stand M5.



Cash in with Geller

The Pharmtron II has been created to meet the need for a purpose-built, pharmacy cash register, say Geller.

They claim to have gained experience of pharmacy's requirements during many years as the National Pharmaceutical Association's recommended supplier, and their software division has developed a new microchip to provide fast but simple programming.

Costing no more than an ordinary cash register, the Geller Pharmtron II is described as "incredibly flexible". Without major modification, the system can be set up by the user in a few minutes to individual requirements. Tel: 081-841 6161. Stand C24.

Taste the difference...

All new Brita accounts opened at Chemex (minimum order two cases) will be entitled to one month's free use of the Brita tea machine demonstration unit which is said to demonstrate clearly the difference that filtered water makes to a cup of tea.

A Chemex exclusive offer is open to existing customer placing orders. An order for Brita Acquaclair (minimum one case) will receive one "classy black" Acquaclair free of charge.

Brita's first major above-the-line advertising campaign was launched this Summer on the London Underground. A full range of POS material will be available at Chemex, allowing stockists to re-create the campaign. Stand F8.

manicure



manicure . . .

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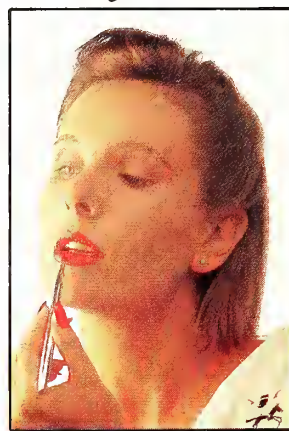
pedicure



pedicure . . .

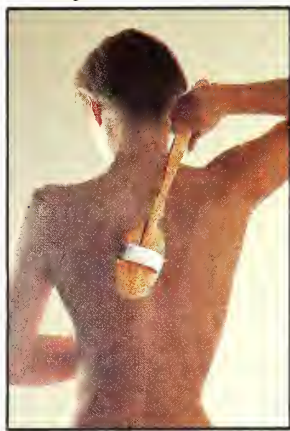
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Lady Jayne

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Hermesetas offer free prize draw

Visitors to the Hermes Sweeteners and Jenks Group stands will have the chance to win one of six Royal Doulton fine bone china tea services in a free prize draw. Each 15 piece set is worth £186 and consists of teapot, milk jug, sweetener bowl and six cups and saucers.

Visitors will be able to enter their names into the draw to win one of four services on Sunday and one of two tea services on Monday.

Special offers will also be available to pharmacists wishing to place orders for Hermesetas products at the exhibition. Tel: 0494 33456. **Stands B22, B24.**

Man Shuen Hong have new packs with the company's recently-adopted brand marking of twin Chinese dragons for their range of Chinese ginseng and royal jelly based products. Discounts will be available on all orders placed by customers at the show. Tel: 081-550 9900. **Stand N5.**

King Cole say look around for profit

At a time when competition comes from almost every supermarket, corner shop and general store, pharmacies must look elsewhere for turnover and profit.

King Cole Ltd suggest that knitting yarns and allied products can offer increased turnover and margins for pharmacists wishing to diversify. They will give 5 per cent extra discount on any opening orders taken at Chemex or as a result of a visit to their **Stand L10.**

Every retailer leaving his or her business details with a view to further contact, without obligation, will be entitled to enter a prize draw. The purpose of the follow-up would be for the local sales person and the retailer to assess the viability of a trading agreement.

The first three names "out of the hat" will receive £25 in vouchers for Victoria Wine Stores. And every entrant will receive a free kit for knitting baby clothes. Tel: 0274 561331.

Mam introduce a designer soother



Mam (UK) Ltd will be launching a new designer orthodontic soother which is said to offer even higher levels of safety and comfort.

Several innovative features have been added to the shield, while the button front will incorporate multi-colour printed motifs. The soothers, in pairs, will be sold in a new, clear plastic carrying case.

Visitors to **Stand M7** should take advantage of the special

promotions available during the exhibition. For first-time orders a POS pre-pack containing a selection of Mam products will be available and there will be an added value offer of free products, both on transfer order basis. All orders will be placed in a free draw for a weekend for two in Vienna, home of Mam and — for the Austrian flavour — all visitors may sample Mozartkugeln chocolates. Tel: 021-459 4304.



Copper comfort support bands into pharmacies

Masterspare Ltd are introducing their Copper Comfort support bands to pharmacies, following successful reader offers in the *Daily Express*, and *Daily and Sunday Telegraph*.

The elasticated supports, made from copper-treated soft, fibres, are claimed to help relieve pain from stress injury, aching joints and muscular discomfort. They help to increase surface skin

temperature and blood flow, and conduct electricity in the same way as metal copper bracelets, while remaining soft and pliable.

The range consists of a wrist band (£9.95 rrp), mitten, elbow, ankle and calf bands (all £12.95), thigh and knee bands (both £14.95) in two sizes, and there is a waist band with Velcro closure (£29.95) in three sizes. Tel: 0895 35430. **Stand L14.**

Looking for a refit?

Shopfitting is another service well catered for at Chemex.

At **stand E7**, pharmacists are offered the chance to create up to 30 per cent more space in their dispensaries by using the H&H System of drawers and shelves with plastic dividers which form different-sized compartments. H&H can also supply refrigerators with built-in drawer units and dividers so the whole depth of the fridge can be used. For smaller

fridges they have developed an acrylic tray with dividers that can be lifted in and out of the fridge. Tel: 0742 756642.

Shopfitters Zaf Ltd offer a full design and installation service for shop and dispensary, which can include fixture and fittings, graphics, lighting, ceilings, floor coverings and shopfront. They will be showing a selection of systems on **Stand D19**. Tel: 0602 780808.

Mates come in handy

In March, Mates Healthcare launched branded disposable gloves — Handi Mates and Medi Mates. Chemex sees the introduction of the range to independent pharmacies and the company will be offering a free case, with integral merchandiser, of 30 giveaway Handi Mates trial packs for all orders of one case of each placed during the show.

Handi Mates are made from strong but sensitive vinyl and are said to be suitable for a wide range

of DIY tasks, car maintenance and light gardening. Medi Mates are made from latex and are suitable for food preparation, applying cosmetics and dyes, and for general baby and pet care. Both types of disposable glove are supplied in one size, fitting either left or right hand (£1.09), and come in dispenser boxes.

There will also be a special offer on Mates pre-packed chemist display unit on **stand G20**. Tel: 081-541 0133.

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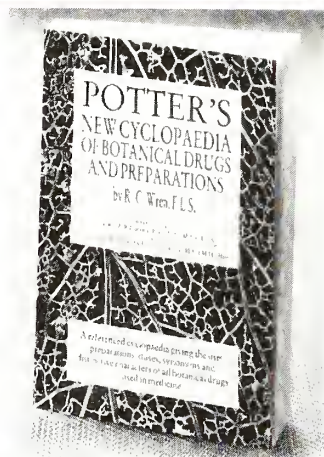


total/body care

Herbal focus for Potter's

It's been an exciting year for Potter's (Herbal Supplies) who will be making only their second appearance at Chemex. During the past 12 months their main activities have focussed on the new licensing requirements for herbal medicines.

They are confident that by the time they appear at the exhibition, they will be celebrating the news that they have been granted their



100th full product licence. Potter's director Tony Hampson says: "These licences are the result of major investment in research and resources on our part, but we believe it will all be worthwhile, especially with the changes that are predicted for 1992."

The company has produced new informative literature and POS material to promote the benefits of herbal medicine.

Potter's Cyclopaedia, one of the company's most popular publications, will be on special offer to pharmacists at Chemex. Packed with detailed information on the characteristics and uses of

all botanical drugs, it will be available at £9.99 (normal retail price £14.95). The Cyclopaedia forms parts of Potter's campaign to bridge the information gap — a shortage of useful information which the company believes has hindered expansion of herbal medicines into pharmacy. An information bureau has also been established.

In addition, there's a chance for pharmacists to pick up a luxury hamper at Chemex. Hampers will be given to the two visitors who guess the correct (or nearest) contents of the giant jar on the Potter's stand. Tel: 0942 34761. **Stand C17.**

What's on in London

Are you a Jason Donovan fan, or maybe you prefer Jelly Roll Morton? Do you fancy a mind-broadening Romanian version of Hamlet or would you rather take up knitting? While in London for Chemex, take time off to sample some of the capital's other attractions.

Special exhibitions

Arms Fair Ramada Inn West London, Lillie Road, SW6. Wide range of weapons, armour, medals, military equipment and books. 10am-5pm September 22.

Antiques Fairs — Antique and Collectors' Fair, Alexandra Palace, Wood Green, N22. 11.30-5pm, September 23. Chelsea Antiques Fair, Chelsea Old Town Hall, King's Road, SW3. 11am-6pm, 22, 23. Heritage Antiques Fair, Kensington Palace Thistle Hotel, De Vere Gardens, W8. 11am-5pm. 23. Kensington Brocante, Kensington Town Hall. 11am-4.30pm, 23.

Calcutta: A City of Palaces (a tercentenary exhibition). British Library, Great Russell Street, WC1. 10am-5pm weekdays, 2.30-6pm Sundays.

Cash and Carry Fashion Fair Kensington Town Hall, W8. 10am-6pm, September 22.

City Camera Show, Royal Horticultural Society's Halls, Greycoat Street, SW1. 11am-5pm, September 22, 23.

Collectors' Record Fair Battersea Town Hall, Lavender Hill, SW11. 10.30am-4pm, early preview 9.30am, September 22.

Daily Telegraph Ski Show Barbican Centre, EC2. 11am-6pm September 22, 11am-4.30pm, 23.

Film Fair Central Hall, 1 Central Buildings, SW1. 10am-5pm, September 22.

Knitting and Needlecraft Exhibition Picketts Lock Centre, Picketts Lock Lane, N9. 10am-6pm. September 22, 23.

Porcelain for Palaces: The fashion for Japan in Europe 1650-1750 British Museum, Montagu Place, WC1. 10am-5pm, Sundays 2.30-6pm.
Captain Cook, explorer National Maritime Museum, Greenwich, SE10. 10am-6pm, Sundays 2-6pm.

Galleries

National Gallery The Artist's Eye: Victor Pasmore makes his personal selection of paintings. 10am-6pm, Sundays 2-6pm.

National Portrait Gallery Madame Yevonde.

Royal Academy of Arts Monet in the '90s. The Edwardians and after: 1900-1950. 10am-6pm.

Other special events

Bouchercon XXI, World Mystery Convention King's College, Strand, WC2. 9.30am-6pm.

World's largest convention for writers and fans of detective fiction.

Druid ceremony of the Autumn equinox Primrose Hill, NW3. 1pm. September 23.

Horseman's Sunday Church of St John and St Michael, Hyde Park Crescent, W2. September 23, 12 noon. Gathering of horses for a service taken by the vicar on horseback, followed by horse show at the Paddock, Kensington Gardens, W2. 1.30pm.

International Covent Garden Festival Visual and culinary arts, folk art, fashion, street entertainment. Until September 22.

Paddle steamer "Waverley" cruises From Tower Pier to Ramsgate, Folkestone, Tilbury and other places. September 22. Booking office: 041 2218152.

Puppet Theatre Barge Moored at St Helena Pier; Water Lane, Richmond. 2.30pm daily and 8pm September 22.

Westminster Mile Whitehall, SW1. 9am, September 23. Series of mile races through the streets of Westminster.

Concerts, opera, dance, theatre

Barbican Hall Jelly Roll Morton Centenary Concert. 7.45pm, September 22.

Hammersmith Odeon Jason Donovan. Sept 22.

London Coliseum Wozzeck by Berg. 7.30pm, September 22.

Purcell Room Flute celebration, Laurie Kennedy. 8pm, September 22.

Queen Elizabeth Hall Calcutta Orchestra 7.45pm, September 22. Mark Springer. 7pm, September 23.

Royal Festival Hall Glenn Miller Orchestra.

7.30pm, September 22. Liszt Piano

Concerto No 1, Mahler Symphony No 5.

The Philharmonia. 7.30pm, September 23.

Royal Opera House, Covent Garden Turandot.

7.30pm, September 24.

Sadlers Wells Les Ballets Africains. 7.30pm, September 22.

Wembley Arena Janet Jackson, Sept 23, 24.

At the time of going to press Keith Prowse ticket shops (081-741 9999 for credit card bookings) were offering to obtain tickets for the following, although the more popular musicals may be fully booked already.

Plays Burn this, Hamlet (Romanian), Henry IV, Hidden Laughter, Kean, Les Liaisons Dangereuses, Moscow Gold, Mother Courage (ends September 22), The Mousetrap, Pericles, Piano (September 22), Shadowlands, Temptation, The Wild Duck, The Woman in Black.

Comedy Gasping, The Illusion, Jeffrey Bernard is Unwell, Man of the Moment, Private Lives, Run for your Wife, School for Scandal, Shirley Valentine.

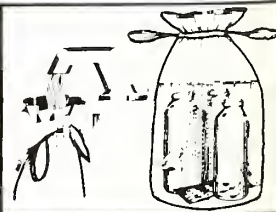
Musicals Anything Goes, Aspects of Love, Buddy, Cats, Me and my Girl, Miss Saigon, Phantom of the Opera, Return to the Forbidden Planet, The Rocky Horror Show, Showboat, A Slice of Saturday Night, Song and Dance, Starlight Express.

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CHEMEX 90

STAND R2

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